

ICE CREAM FIELD *

January 1951

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A
COMPLETE
Colorful
PACKAGE
LINE...



... PULLS
IN MORE
SALES

Ice Cream packages must look like "quality".

Brilliant color is needed to catch the eye, spur the buying impulse, identify the flavors, and impress your brand name and symbols. Sutherland specializes in sales-proven stock designs, with territorial protection, or will develop distinctive individual designs.

Write for complete particulars.

FOLDING, PARAFFINED, AND LAMINATED CARTONS
BAKERY PACKAGES - PREPACKAGING BOARDS AND TRAYS

SUTHERLAND
PAPER CO.
KALAMAZOO
MICH.

LIQUID-TIGHT CONTAINERS - FOOD TRAYS - PAPERWARE
EGG CARTONS - PLATES - PAILS - HANDI-HANDLE CUPS

USE 'EM FOR YEARS!

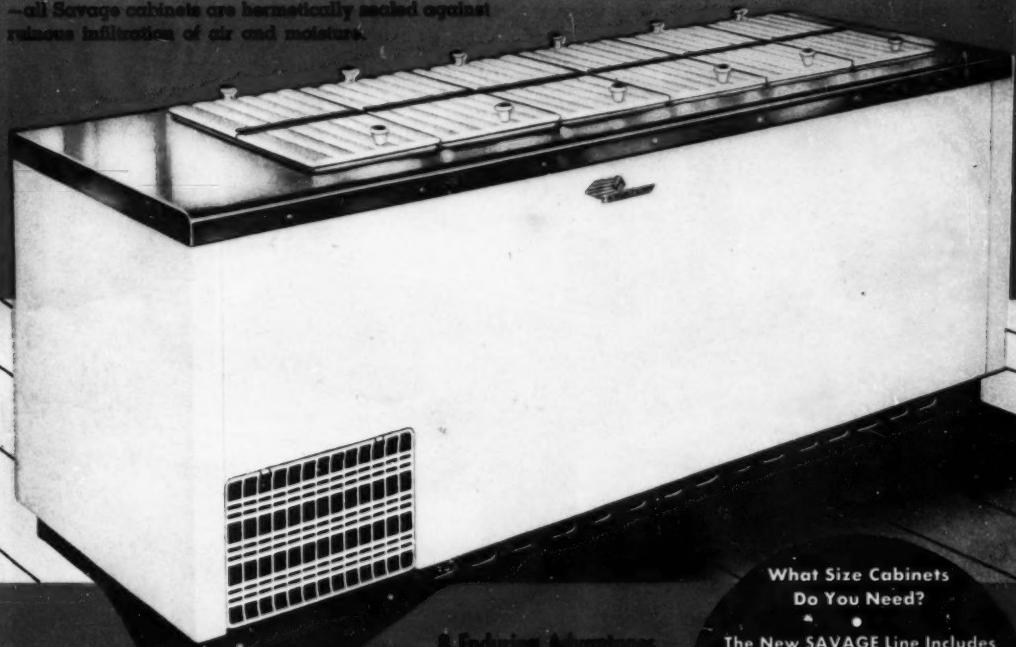
**New, More Than Ever Before, It's DURABILITY
That Counts — and SAVAGE Has It!**

Here's a fact you can't afford to ignore. The ice cream cabinets you buy this year may have to be in continuous operation for many years to come. With this thought in mind, Savage has built plenty of rugged durability into its smartly styled new models.

The 1951 Savage Ice Cream Cabinets are of all-steel construction—no wood to warp or rot. Added reinforcing gives extra strength at the corners. And—note this—all Savage cabinets are hermetically sealed against ruinous infiltration of air and moisture.

Every unit is tested three times under pressure to insure a permanent seal.

Yes—you'll get years of use from the 1951 Savage Ice Cream Cabinets. Get all the facts on the complete line today. Write for illustrated literature. Savage Arms Corporation, Refrigeration Division, Utica 1, New York.



8 Enduring Advantages of SAVAGE Cabinets

• **Greatly increased capacity:** 10 to 15% more ice cream in bulk can be held in Savage cabinets.

• **Independently powered compartments:** Not only do you have 2 different compartments at once, but each compartment works independently with its own defrosting system. You can keep one compartment cold while the other remains warm.

• **Stainless steel interior:** The interior of the cabinet is stainless steel—no paint to chip or scratch.

• **Hermetically sealed compartments:** Each compartment is completely sealed to prevent infiltration of air and moisture to ensure permanent seal.

• **Easy to clean:** The stainless steel interior of the cabinet is the easiest to clean of any cabinet.

What Size Cabinets Do You Need?

The New SAVAGE Line Includes

• 13 Different Cabinets

• 3 and 4 hole single, 4, 6, 8, 10, 12
hole double (chest type)

• 2 fine merchandisers

• 4, 6, 8, 10 hole double
(remote type)

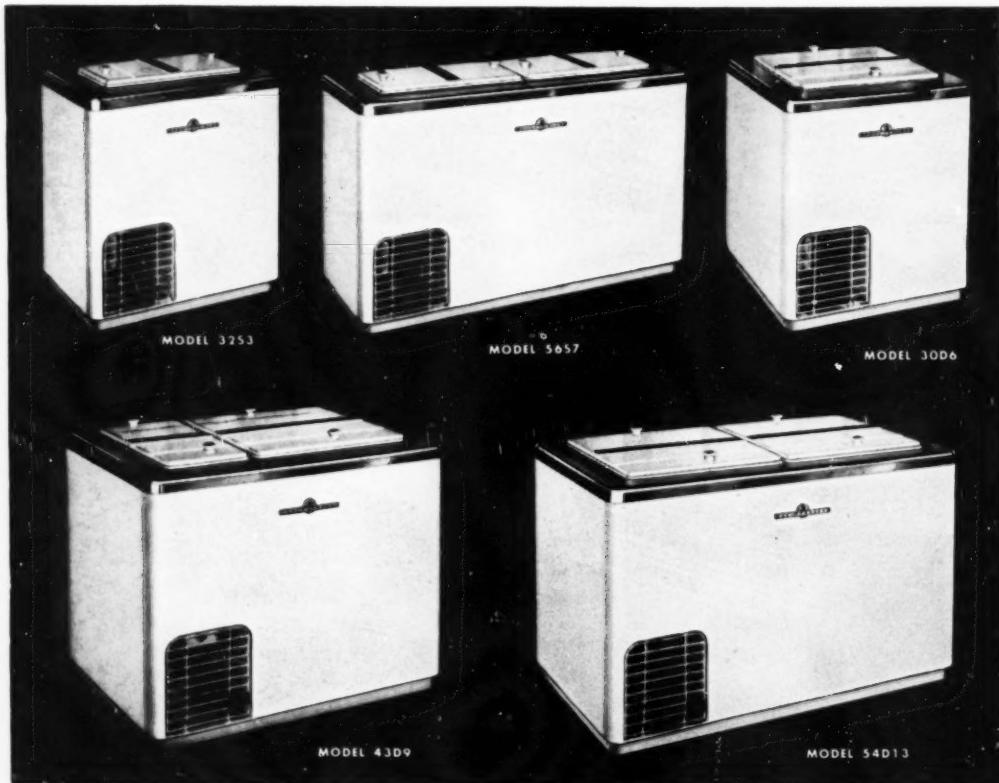
• Extra deep cabinet with
two compartments. Ideal
for large volume sales.

• Highly refined exterior by famous
Fiberglass. Hermetically sealed
construction insures infiltration of
air and moisture to ensure permanent
seal.

Good for Years!
SAVAGE
ICE CREAM CABINETS



For a Prosperous New Year... Get The COMPLETE line



DIMENSIONS—CAPACITIES—SHIPPING WEIGHTS

MODEL	DIMENSIONS			CAPACITIES			APPROX. SHIP. WT.
	LENGTH	WIDTH	HEIGHT	BULK	PACKAGE		
3283 (2H)	31 7/8"	21"	34 1/2"	7 1/2 gal.	192 pints		236 lbs.
5687 (4H)	55 7/8"	21"	34 1/2"	17 1/2 gal.	254 pints		344 lbs.
30116 (1H)	30 3/8"	30 5/8"	34 1/2"	15 gal.	226 pints		290 lbs.
43D16 (6H)	42 1/8"	30 5/8"	34 1/2"	30 gal.	403 pints		365 lbs.
54D13 (8H)	53 1/8"	30 5/8"	34 1/2"	40 gal.	560 pints		425 lbs.
66D17 (10H)	66 3/8"	30 5/8"	34 1/2"	55 gal.	766 pints		534 lbs.
88D21 (12H)	88 3/8"	30 5/8"	34 1/2"	72 1/2 gal.	952 pints		678 lbs.
KM-12	53 1/8"	30 5/8"	52 1/2"		471 pints		499 lbs.

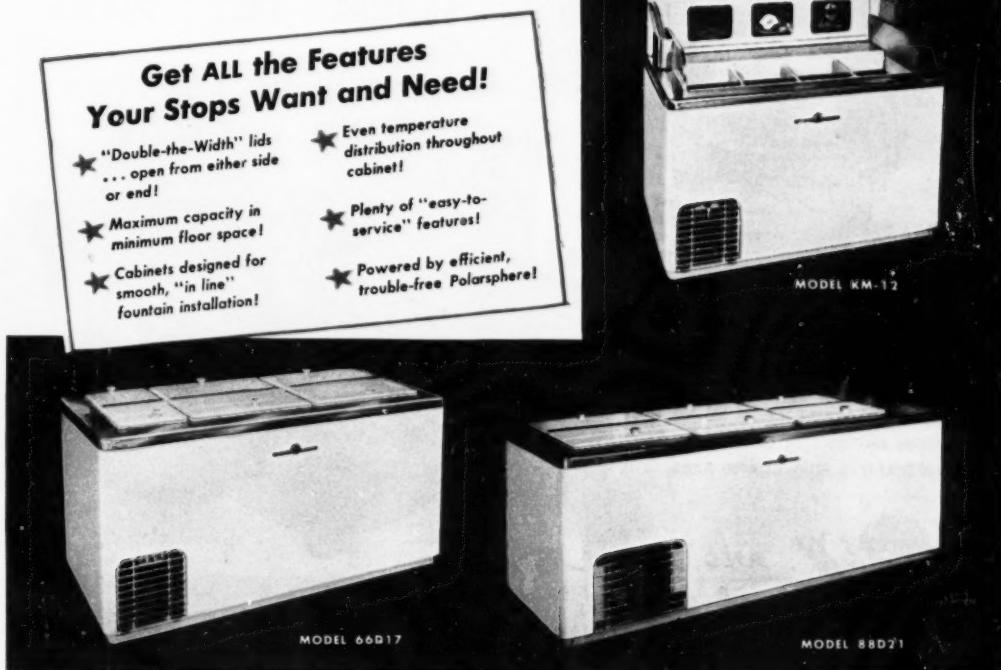
*Including superstructure; 34 1/2" to top of cabinet.

KELVINATOR!

for your new and replacement business!

You'll get new profits, too—with 1951's smartest cabinets and you'll be *sure* of happy, prosperous results! In these new Kelvinators, you'll find all the things you have wanted. *Maximum capacity in minimum floor space . . . greater durability . . . lower operating costs!* A model to fit every kind of store . . . any floor-space requirement! New, quick-service features to please your dealers! Performance features that keep your product tip-top to the moment of sale. And in Kelvinator's new cabinets you're assured the *utmost in dependability*, backed by all the experience of Kelvinator, pioneer builder of low-temperature cabinets for ice cream manufacturers.

Meet your specific needs from the *complete* line of models shown here! For complete details, see your Kelvinator representative or write for your copy of Kelvinator's new Ice Cream Cabinet Catalog. Kelvinator, Division of Nash-Kelvinator Corp., Detroit 32, Michigan.



Kelvinator

YOUR SEASON NEVER ENDS!

KEEP MAKING PRODUCTS AND PROFITS

With the

EXTRAX "YEAR ROUND"- UP PLAN

A Complete All-Seasons Confection Program!

- NEW, INVIGORATING FAST SELLING BRAND NAMES
 - HARD-HITTING POINT-OF-SALE ADVERTISING
 - POWERFUL MERCHANDISING SERVICE
 - TOP QUALITY INGREDIENTS
 - EXCLUSIVE SALES-BUILDING PRODUCTS
- For SPRING • SUMMER • FALL • WINTER

ALL THIS WITH NO TIE-UPS!
and NO ROYALTIES!

FUDGE . . . WATER ICE
CREAM CENTERS . . . CRUNCH,
CHOCOLATE & FRUIT COATED BARS

AND NOW —

A NEW FROZEN NOVELTY
MARSHMALLOW ON-A-STICK!



AUGUSTA, CLEVELAND,
LOS ANGELES, TORONTO

EXTRAX CO.

360 FURMAN STREET, BROOKLYN, N. Y.

WRITE, WIRE OR
PHONE TODAY FOR
ALL DETAILS!

Profit...

That's what the Vendo® Dairy-Vend† means to ice cream manufacturers. Its reasonable price and low cost operation enables real profits to be made from the sale of ice cream bars. And a large location isn't necessary for the vendor to support itself economically.

With the introduction of the Dairy-Vend, availability has become a reality — ice cream manufacturers are using two Dairy-Vend venders for the cost of just one large machine.

Electric, plastic signs are available for that extra sales appeal at slight additional cost.



*REG. U. S. PAT. OFF.
†TRADE-MARK



VENDO DAIRY-VEND IS DEPENDABLE!

The practical vending unit, proved by years of service, provides mechanical simplicity—no switches, relays or electrical connections. And no part of the vending mechanism comes in contact with the refrigerated compartments. Dairy-Vend holds 203 bars — 59 ready for vending, 144 more in storage.

Take This First Step NOW!

If you are an ice cream bar manufacturer you will want a free copy of "Automatic Merchandising—the answer to increased sales and profits". Tear out coupon below and mail today!

THE VENDO COMPANY
7400 East 12th Street
Kansas City 3, Missouri

ICF

Please send me a free copy of "Automatic Merchandising—the answer to increased sales and profits."

Name _____
Company _____
Street _____
City _____ State _____

The Name to Remember in Automatic Merchandising

"I've seen how FRIGIDAIRE ZERO SELF-SERVERS can actually boost sales 70%!" says prominent New Jersey Ice Cream Man



Mr. Joseph Costa is one of the many leading ice cream manufacturers who consistently choose Frigidaire. He says, "Frigidaire Cabinets give me the most for my money. And with Frigidaire I know I'll be getting the same good service in twenty years that I'm getting now."

"It took a lot of talking to get Dave Acken to put a Frigidaire Zero Self-Server in his Park Avenue Tea Room," says Mr. Joseph Costa, owner of the Costa Ice Cream Co. of New Jersey. "He didn't want to reduce the size of his loose candy display—which had always been profitable. And it also meant he had to cut off one of his candy cases.

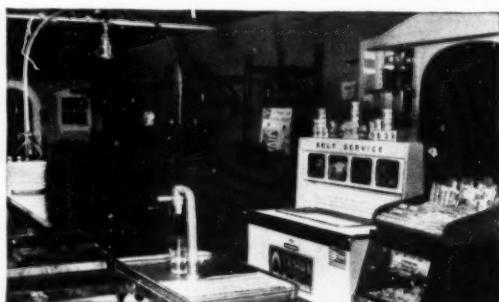
"But now he tells me he would no more give up his Zero Self-Server than he would his soda fountain.

This Frigidaire cabinet has directly boosted his package sales over 70%. And he's moving 2,000 gallons of package goods a year from this one cabinet. I've seen proof after proof like this of how Frigidaire cabinets boost sales. They're helping me move more ice cream to my stops than ever before. Besides, they're built to "take it" and operate with a minimum of servicing. For my money, Frigidaire always gives you more than any other cabinets on the market!"

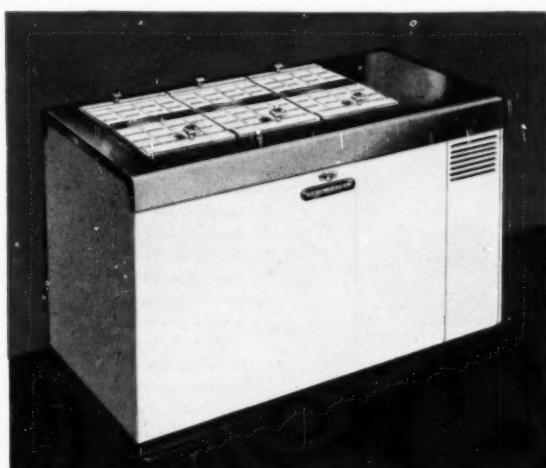


David Acken's Park Ave. Tea Room in Plainfield, New Jersey, is a heavy traffic store. And as Mr. Acken says, "When the children

piled in every noon, I needed extra help to sell them ice cream over the counter. Now that I've got a Frigidaire Zero Self-Server, the kids help themselves. And I'm selling twice as much as before. Same thing happens with my package sales during the evening rush when the plants and offices shut."



The Costa Ice Cream Plant in Woodbridge, New Jersey, has been called "The Plant of the Future." It's the newest, and one of the finest, ice cream manufacturing plants in the New York City Metropolitan area.



Here's How Frigidaire Can Multiply Your Sales, and Cut Your Costs

Superbly styled by Raymond Loewy, gleaming white Frigidaire Ice Cream Cabinets really attract customers—and dealers, too! That's why these handsome cabinets get the best location in stores—where they can boost your sales even more.

And Frigidaire Cabinets give you *more* for your money—in rugged construction—and in exclusive features like the famous Meter-Miser refrigerating unit. Sealed in steel and oiled for life, the Meter-Miser has set records for trouble-free service in millions of Frigidaire products—is backed by a 5-year warranty. Still another special feature is the super-efficient condenser. It's at the bottom of the cabinet, where it greatly improves operating efficiency, keeps floors dry. And even though you get many other outstanding features, you pay no more for Frigidaire Cabinets.

Eye-Catching Zero Self-Servers Increase Impulse Sales

The attention-getting superstructure on Frigidaire Zero Self-Servers stops customers and stimulates quick "on-the-spot" sales. And these Frigidaire Self-Servers insure complete customer satisfaction and repeat sales by keeping ice cream firmly frozen. That's because Frigidaire's improved method of refrigerant tubing wraps constant cold all around the product—top to bottom.

Available in capacities of 5.3 cu. ft., 8.2 cu. ft., and 11.2 cu. ft. Latest addition to the line is the Roll-A-View Top Model (11.2 cu. ft.). Featuring easy-slide, rolling glass lids.

Frigidaire Ice Cream Cabinets Famous For Long-Lasting Service

Every part of the Frigidaire Cabinet is designed for years of reliable, trouble-free service. The beautiful white Dura-Last Lids are long-wearing—feather-light yet heavily insulated. And Frigidaire's rigid steel construction, one-piece stainless steel top, and lustrous enamel finish keep cabinets new-looking for years.

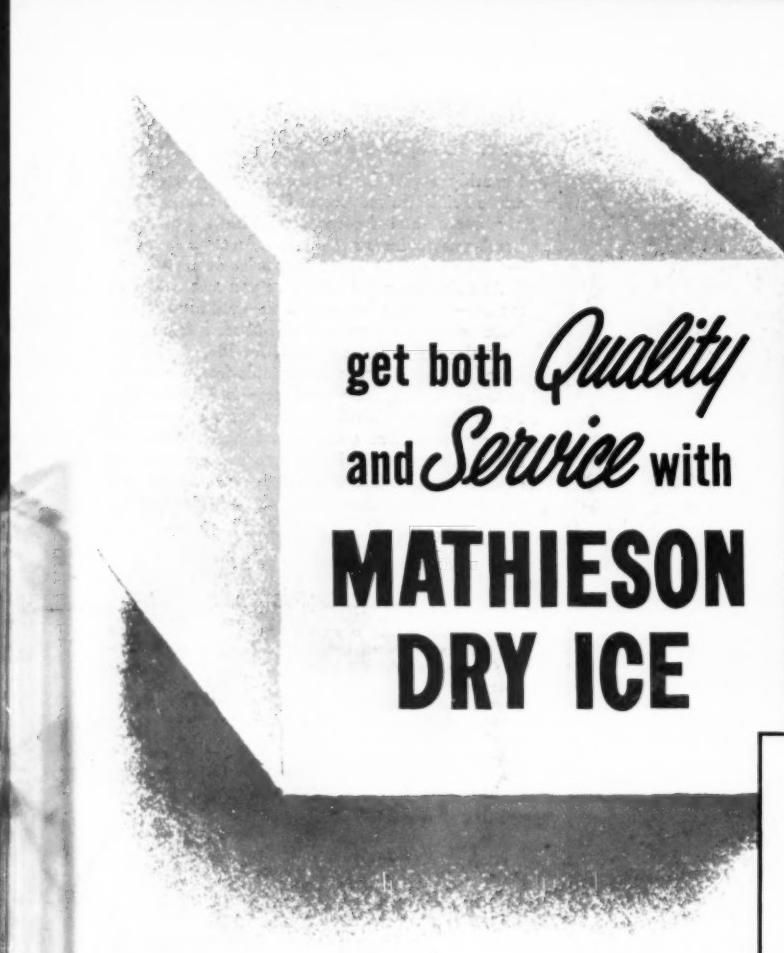
◆ **Frigidaire Ice Cream Cabinets available in:** 10-hole, 8-hole, 6-hole and 4-hole double row cabinets, plus 4-hole and 3-hole single row cabinets. Except for the 3-hole single row model, all cabinets are also available for remote operation.

FRIGIDAIRE

America's No. 1 Line of Ice Cream Cabinets



Equipment for Soda Fountains • Freezers • Hardening Rooms and Trucks
Beverage Coolers • Milk Coolers • Zero Self-Servers • Air Conditioners
Ice Makers • Display Cases • Cooling Units • Water Coolers • Compressors



get both *Quality*
and *Service* with
MATHIESON
DRY ICE

■ Swift and dependable delivery is essential to dry ice users—but equally important is uniform quality of dry ice. Mathieson Dry Ice Service is based on 17 modern warehouses, strategically located to give you reliable, profit-saving deliveries plus friendly help in solving your individual dry ice problems. Moreover, Mathieson customers benefit doubly by obtaining the purest dry ice available—made exclusively from pure carbonic gas.

Contact your nearest Mathieson warehouse and learn how you can benefit by using top quality dry ice, backed by top quality service. Mathieson Chemical Corporation, Mathieson Building, Baltimore 3, Maryland.

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WAREHOUSES**

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Birmingham, Ala.
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Chattanooga, Tenn.
Greensboro, N. C.
Jacksonville, Fla.
Knoxville, Tenn.
Memphis, Tenn.
Nashville, Tenn.
New Orleans, La.
New York, N. Y.
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Salisbury, Md.
Washington, D. C.

Mathieson
CHEMICALS

SERVING INDUSTRY, AGRICULTURE AND PUBLIC HEALTH



KEEP YOUR BRAND NAME WHERE IT COUNTS...

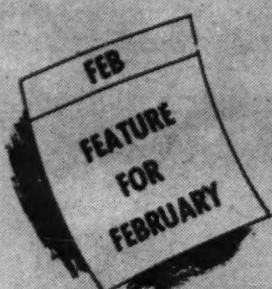


... on the Lily* containers
that protect your ice cream so well.
Remember, Lily helps make your
product special. With your message
printed smartly on the side and lid
of the bright, clean Lily cup, you
become a familiar, looked-for name.
This is the kind of advertising that
makes your brand a habit.

*T.M. Reg. U.S. Pat. Off.



LILY-TULIP CUP CORPORATION
122 East 42nd Street
New York 17, N.Y.
Chicago • Kansas City •
Los Angeles • San Francisco •
Seattle • Toronto, Canada



CHERRY-VANILLA

IN THE SPOTLIGHT . . .
Every MONTH OF THE YEAR!

A good vanilla is the backbone of your business

A good vanilla is **VIRGINIA DARE'S
BUSINESS!**

Vanilla #7—Pure Vanilla . . . and best of its class. A fine blend of Mexican and Bourbon beans—aged over 1 year. Where quality counts, #7 stands first.

Three Star Essence—The peer of all compound Vanilla. Its rounded flavor and aroma are the result of intensification of a fine Mexican-Bourbon Blend.

Also a complete range of Vanilla Compounds and Concentrates.

Promotions come and go . . . Cherry Vanilla for February—maybe Tutti Frutti Punch for the next month—month in and month out, year in and year out, Vanilla is the mainstay of your gallonage figures.

That's why it's good sense to be sure that your Vanilla is the best you can buy . . . that your Vanilla House is the best you can deal with. On both scores—everything points to Virginia Dare for Vanilla. So next month . . . when your attention is focused on Cherry-Vanilla . . . make sure the "Vanilla" is all that it should be . . . make sure it's Virginia Dare!

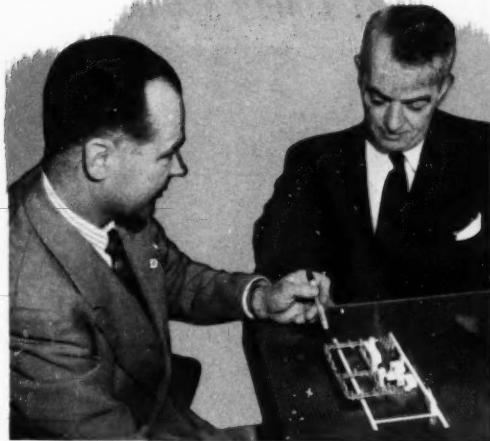
P.S. . . . for that little something extra in your Cherry Vanilla, add Virginia Dare Cherry Extract (no color).

Write for Samples or ask your Virginia Dare Representative.



Representatives in Principal Cities

VIRGINIA DARE
EXTRACT CO., Inc.
Bush Terminal Building No. 10
Brooklyn 32, New York



Visual planning—with scale models of your plant and developing your processing system to achieve greater output per man-hour, lower costs and increased profits—that's Engineered Production!

CHERRY-BURRELL
CORPORATION
Engineered Production
means greater
OUTPUT PER MAN-HOUR

CASE A

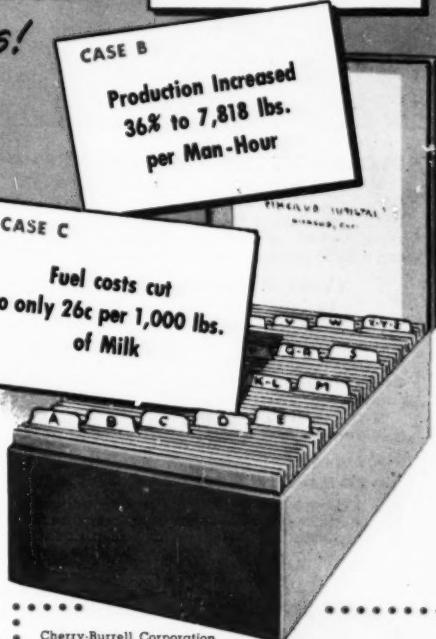
**Output per Man-Hour
Increased 400%**

CASE B

**Production Increased
36% to 7,818 lbs.
per Man-Hour**

CASE C

**Fuel costs cut
to only 26¢ per 1,000 lbs.
of Milk**



Mail this coupon today!

CHERRY-BURRELL CORPORATION

General Sales and Executive Office:
427 W. Randolph Street, Chicago 6, Ill.
Milk and Food Plant Equipment and Supplies
FACTORIES, WAREHOUSES, BRANCHES, OFFICES
OR DISTRIBUTORS AT YOUR SERVICE IN 56 CITIES



trendmaker in a great industry

• Cherry-Burrell Corporation
Dept. 120, 427 W. Randolph St.

Chicago 6, Ill.

• Send Bulletin F-5008 on Engineered Production.

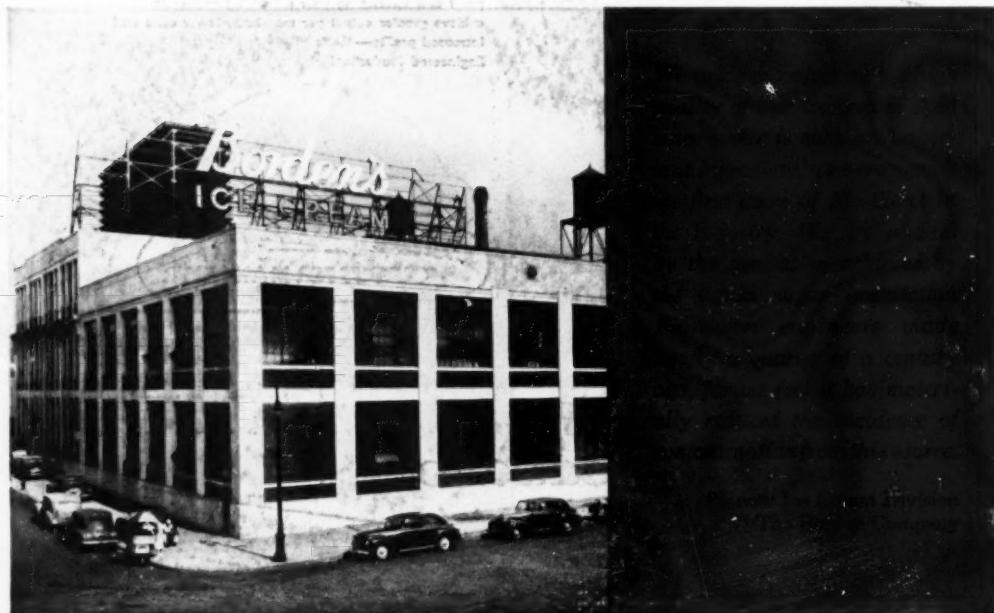
• Have representative call.

• Name
.....

• Address
.....

• City Zone State
.....

WHAT THE PIONEER ICE CREAM DIVISION OF THE BORDEN COMPANY SAYS ABOUT LIQUID SUGAR



FLO-SWEET LIQUID SUGAR ENDS SUGAR CONTAMINATION PROBLEMS

Time after time, in plant after plant, Flo-Sweet users' experiences prove that they save time and money—and worry—by relying upon this modern way to get *pure* sugar into the mix.

3 EASY MECHANICAL STEPS REPLACE 10 COSTLY MANUAL OPERATIONS

Not a finger touches Flo-Sweet! No bags lie around inviting dirt and animal impurities. No handling—no shaking out over the mix! Crystal clear Flo-Sweet Liquid Sugar flows from our specially constructed tanks and delivery equipment into yours, flows from your tanks directly into the mix through sanitary, sealed pipe lines.

WE TAKE PAINS WITH OUR PRODUCT TO MAKE YOUR PRODUCTION PAINLESS

Because we have pioneered and specialized in this one field; our plant is unsurpassed in its facilities for producing and delivering clean liquid sugar.

Centrifugal Purification—The latest, high-speed centrifugals completely separate impurities from the crystals in raw sugar.

Improved Defecation—All sugar liquor passing through our refinery is defecated by an improved method for increased purity.

Char Purifications—By both bone-char and vegetable-char treatment. This brings Flo-Sweet Liquid Sugar to the peak of quality.

Control Laboratories—Various plant control laboratories constantly check on the quality and purity of Flo-Sweet.

► Flo-Sweet is delivered in tank-cars, tank-trucks and tank-ships especially designed for this purpose.

► Flo-Sweet delivery men are specially schooled in loading and discharging our liquid sugars cleanly and efficiently.

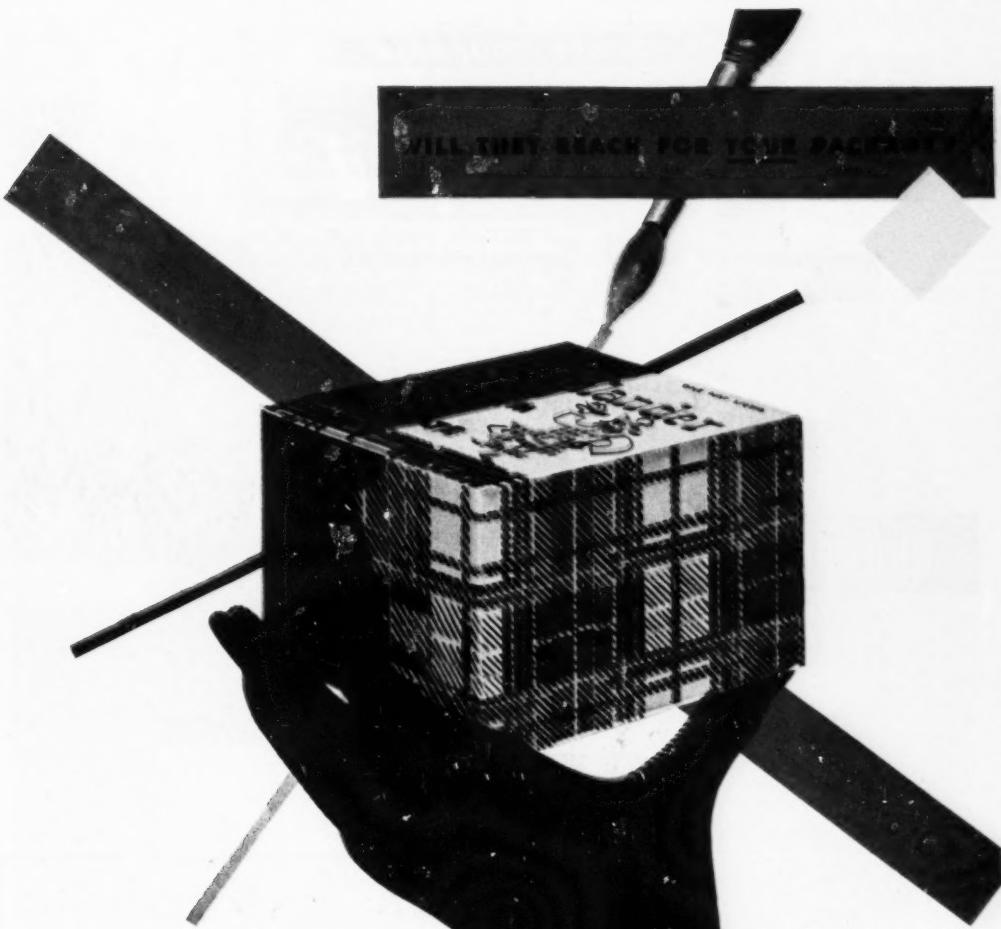
► You may always inspect our production and distribution facilities.

When you get Flo-Sweet, you get sanitation backed by 27 years of successful liquid sugar development and production. Therefore, you get more product improvement, more product control and always-dependable sanitation and service.

**flo-
sweet**

PIONEERS IN LIQUID SUGAR FOR SAVINGS, SANITATION AND SERVICE

BORDEN, INC.

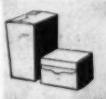


New business today is in the self-service stores, where cartons must sell on sight to women customers. Does your package speak the customers' language?

Let us help you use scientific modern design to step up the sales power of your linerless brick cartons, fill freeze pails, counter-fill and carry-out pails—and the new bulk units for home storage.

You get these selling aids with **Concora Linerless Cartons**:

1. Exclusive use of new, tested stock carton designs.
2. Special designs created for you by skilled designers.
3. Color control and fine printing—brilliant and precise.
4. Vellumite carton stock—hand-some, tough, moisture-resistant.
5. Easy-opening Nu-Mode front seal.
6. Faster, easier packing—by hand or machine.
7. Linerless cartons approved by manufacturers of automatic packaging equipment.
8. Delivery from strategically located points.



CONTAINER CORPORATION OF AMERICA

CHICAGO, ILLINOIS, AND 23 OTHER CITIES



mark of

Anheuser  Busch, Inc.

EXCELLENCE

THE A-B OPEN TOP

CONSTANTLY CORRECT TEMPERATURE AT TOP OF CABINET where it is doubly important that your package stays firm and attractive to the self-service customer.

SMARTLY DESIGNED for eye appeal . . . scientifically designed for long life and economical operation.

AN OUTSTANDING VALUE. Compare its cost per cu. ft. storage space and its capacity per sq. ft. floor area.

Two full-color pictures and transparent plastic night cover included as standard equipment.

REFRIGERATED CABINET DIVISION
ANHEUSER-BUSCH, INC.
 ST. LOUIS, MISSOURI

AN
EXAMPLE
OF

WORK SIMPLIFICATION

in the ICE CREAM INDUSTRY



In Various Ice Cream Plants



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NATIONAL FOLDING BOX CO. • NEW HAVEN, CONNECTICUT

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ICE CREAM FIELD

VOL. 57

January

NO. 1

Staff: HOWARD B. GRANT, Publisher; SIDNEY M. MARAN, Editor; DR. C. D. DAHLE, Tech. Editor; ALEX E. FREEMAN, Business Manager; HARRY STAAB, Art Editor; JAY M. SANDLER and LOUIS TRANZILLO, JR., Adv. Mgrs.

THE MODERN
MAGAZINE
OF THE
ICE CREAM
INDUSTRY

ICE CREAM FIELD is published monthly at 3110 Elm Avenue, Baltimore, Md., by I. C. F. Publishing Co., Inc. Address editorial and advertising communications to the New York office, 19 W. 44th St., New York 18, N. Y. Entered as 2nd class matter at the post office at Baltimore, Md., under the act of March 3, 1879. Subscription rates yearly, \$2 in the U. S., \$2.50 in Canada, \$3 foreign; single copies 25c in the U. S. and Canada, 35c foreign.



Member Controlled Circulation Audit Association
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Dariloid and Dricoid



Lead the Field

In ever-growing numbers ice cream manufacturers are discovering the advantages of Dariloid and Dricoid... are proving to their own satisfaction that Dariloid or Dricoid assures ice cream with consumer-pleasing NATURAL BODY.

This industry-wide preference for Dariloid and Dricoid explains why today they lead all other stabilizers and stabilizer-emulsifiers in gallons of ice cream stabilized.

products of **KELCO COMPANY**

20 N. Wacker Drive
Chicago 6

31 Nassau Street
New York 5

530 West Sixth Street
Los Angeles 14

Cable Address: Kelcoalgin — New York

PROVED ADVANTAGES

- • • Natural Body
- • • Uniform Viscosity of Mix
- • • No masking of flavor
- • • High resistance to heat shock
- • • Clean, attractive meltdown
- • • No protein de-stabilization with resultant wheying off
- • • Flexibility and wide range of stabilization

**DARILOID®... DARILOID XL
DRICOID®... DRICOID XL**

Stabilizers and stabilizer-emulsifiers to meet all plant requirements





take a letter Miss Jones!

Ice Cream & Mix Manufacturers
Anywhere, U.S.A.

Gentlemen:

Aside from having elected our Miss Jones the girl we all would most like to dictate to, we could not think of a more pleasant way to tell you about Sani-Serv, America's foremost continuous direct draw dairy freezer. Just like our Miss Jones, Sani-Serv has many outstanding features - so let us name a few:

Sani-Serv gives you continuous, economical, trouble-free operation. Its construction is of lifetime stainless steel throughout and it manufactures and dispenses SOFT ICE CREAM, Frosted Malts, Sherbets and many other freezer-fresh delicacies. Furthermore, when you purchase a Sani-Serv you need not worry about royalty or franchise red tape! You buy the freezer, you own it and you earn all the profits. Those are the plain and simple facts about Sani-Serv.

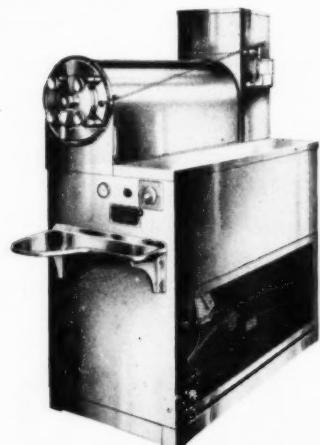
We know that you are always looking for bigger and better profits. Start the New Year right . . . drop us a line and let us send you the complete profit story about Sani-Serv. That's the best start for a happy and prosperous New Year.

P.S.:

2 and 3 hp Sani-Serv models are now available. We are also able to furnish a Soft Ice Cream Promotion Plan. Inquire today!

GENERAL EQUIPMENT SALES
Incorporated

824 SOUTH WEST STREET — INDIANAPOLIS, IND.



S E L L I N G





BY HOWARD B. GRANT
Publisher, ICE CREAM FIELD

GENTLEMEN, may I ask a favor? May I dispense with the formalities and get right down to business? I'm sure I was not invited to your convention to entertain or amuse you. To say that I like Canada and enjoy the friendship and confidence of Canadians must be apparent to you.

Frankly I feel that what I have to say may stir you and may even cause some among you to say "The boy is daft—we can't do that here." I'm sure that some of the ideas and figures I present—you just won't believe. All I ask is that you understand my sincerity of purpose—a desire to see you grow and prosper, to see you sell more ice cream and make more money. You can't get mad at me for that, now, can you?

All right then, here goes: People do not *need* ice cream. That's right, people do not *need* ice cream. They *need* food and shelter and rest as necessities. But people *want* the niceties, the extras, the luxuries, if you please, that make life fuller and richer and more satisfying. It's my theory that man's emotions are more easily stirred than his intelligence. Let's take that statement and see how it works. Anyone ever try to sell you a wedding ring by appealing to your intellect? Did you ever order a bottle of Canadian whiskey because it was the intelligent thing to do? Ever drink a glass of beer or Coca Cola to satisfy your intellectual thirst? Not likely. Most of the products we use in everyday life are bought to satisfy an emotional want and not a need. You probably agree with me in theory at least that man tends to satisfy his emotions more than his intellect but you're wondering what the deuce has this to do with ice cream.

Well, now, how do you sell ice cream—by emotional or intellectual appeal? According to the Advertising Analysis just released by the International Association of Ice Cream

Manufacturers, over 75 per cent of your sales promotion says buy our ice cream for quality, nutrition and economy. 75 per cent of your effort aims at stirring a man's intelligence to go out and buy your ice cream. Only 17.86 per cent of your plants are using the appetite appeal to create an emotional desire for ice cream.

Here is a table showing how Canada and the United States are now advertising.

ADVERTISING ANALYSIS-PROMOTION METHODS

Copy Emotion	% of Plants Using Canada, 1948	U.S., 1938	U.S., 1948
Appetite Appeal	17.86	18.80	38.53
Quality	26.79	20.60	32.34
Nutrition	25.00	26.60	5.96
Economy	25.00	2.30	4.51
Refreshment	2.68	12.20	7.95
Convenience	.89	3.50	4.82
Variety	1.78	15.00	5.87

For example your retailer has a sign over his door saying "Best Ice Cream Is Sold Here." You'll recognize that easily as an intelligent sales approach. When the customer is ready to buy ice cream—he'll know exactly where to get Best Ice Cream—perhaps for his child's birthday next month.

But down the street another store has set up a great big mouth watering display of strawberry sundaes or banana splits. The window is full of tempting, luscious, appealing sundaes. Everyone passing is a potential customer. Folks just drool at the sight of those wonderful creations. There's an appeal to emotions—and customers come rushing through the door. In Greenville, South Carolina, a chain restaurant sold 3300 strawberry ice cream shortcakes in just twelve days when they set up a mouth watering display of the actual dish in the window.

I submit that ice cream manufacturers are using the

PACK IT IN PURITANS



All over this great country, tots and tykes, moppets and misses are digging their way into ice cream packed in Puritans. The popularity of Puritan containers has increased tremendously in the past few years.

We think one of the reasons is that we have incorporated special features which protect flavor and texture exceptionally well. Also

important are the designs. We try to dramatize your name — making it easy to remember — by dominantly displaying it in the middle of a colorful, eye-catching design.

Apparently our efforts are successful since, year after year, we have seen a growing demand from our many customers. *Perhaps we can be helpful to you.*



THE AMERICAN PAPER GOODS CO.

KENSINGTON, CONNECTICUT • CHICAGO, ILLINOIS

SINCE 1893



IT'S AN OPEN SECRET...a secret that helps make one ice cream superior to another. John Public, enjoying a dish of ice cream, knows little about its contents...he only knows what he likes. But more and more ice cream lovers are switching to ice creams stabilized by SPA* gelatine.

Ice cream doesn't need much stabilizer, but it needs that little drop *very much* to satisfy John Public. SPA performs the functions of a stabilizer to perfection because it was created by a unique new process to make ice cream more delicious. When John Public eats ice cream stabilized by SPA he finds it ice free, smooth and mellow. He takes a bite and gets all the wonderful flavor instantly, without having to force the flavor out by tongue pressure. Because SPA itself is a pure food, it logically belongs in a food product.

SPA can help you give your customers the kind of ice cream they want. Yet it's not expensive. In fact, it costs less to use than ordinary gelatines! That's another reason why you should try it in your mix. We'll send you a generous sample for the asking.

B. Young & Company of America, Ltd.

20 EXCHANGE PLACE • NEW YORK 5, N. Y.

Famous as makers of fine English gelatines since 1818.

THE OLDEST NAME IN GELATINE IS YOUNG



television. There are now over 7 million families who own television sets in the United States. Geographically more than 1 of every 3 families in the Northeastern states owns a receiver and 1 in every 7 in the North Central states.

T.V. is coming to Canada and it will mean that more ice cream eaters will stay home evenings and less will go to movies or stop at a soda fountain after dinner. Your problem is how to get ice cream into the home for use during T.V. viewing hours. The beer, soft drink, candy, popcorn and other competitors are making tremendous effort to sell their products through food stores to be taken home for use during evening hours. Beer produced in the United States now is 58 per cent in bottles or cans to be taken home. Tap or tavern sales are off but the beer industry has offset such losses by more package sales to the home. Can you do the same? Why not?

Established retailers such as druggists, ice cream parlors and confectionery stores are moaning about losses of ice cream sales averaging 15 to 20 per cent under last year. On the other hand, supermarkets and food chains are recording higher gallonage in 1950. As a concrete example, Ralph's Supermarkets in Southern California will show a gain of 10 per cent in ice cream sales in the current year whereas the overall industry picture will show a loss of 5 to 10 per cent.

Another good example would be the Wrigley Supermarkets in Detroit which this summer doubled their ice cream package sales over the summer of 1949. Certainly this was accomplished through better merchandising methods; yet, the simple fact remains that the alert food chains are capturing a larger percentage of the ice cream business.

Few retailers would dream of instituting a sales program to match the campaign put on by Hamady Brothers of Flint, Michigan. This chain of food markets introduced Swift Ice Cream last August at 27c to 29c per pint. The food stores used 2 page ads followed by smaller space in the daily newspaper to make an unheard of offer for initial sales. The public was invited to buy Swift's Ice Cream put up in a Jiffy Insulated Bag at no extra charge and were given a package of 6 nickel candy bars all for the price of the pint of ice cream. The ice cream in regular and premium qualities sold at 27c or 29c per pint respectively. (See illustration on page 24.)

Ice cream manufacturers in the states as well as Canada are faced with the predicament of weakening their established retail outlets by dealing with the food chains. This same problem has been faced by the beer companies as well as the soft drink manufacturers. At first timid about extending distribution in food channels because of "fear of reprisal from their on-premise outlets, principally the taverns," the beer people have firmly proceeded with packaged sales in food stores. Both the beer and soft drink firms have learned that take-home sales need not necessarily cut into point-of-consumption business. Regardless, however, these industries are determined to get their package sales into the home to compensate for the losses in evening traffic.

Like it or not, it becomes increasingly apparent that the food stores will sell more and more packaged ice cream and must be reckoned with in the future. If you won't deal with the supermarket and food chains, somebody else will.

Vending Machines

Each passing month witnesses more ice cream vending machines in operation. Ice cream manufacturers are setting up subsidiaries or arranging with distributors to service the new locations. The enlarged war effort has made it feasible to install ice cream vending machines in industrial plants so that employees may quickly find refreshment and an energy pickup. Other spots such as bowling allies, bus and railroad stations, and even gasoline stations are finding the vending machine to be both practical and profitable. One retailer in Wilkes-Barre, Pennsylvania, placed his vending machine on the curb outside of the window of his small cigar store. Although he closes at 6 P. M., the machine remains in operation for the full 24-hour day. Results have been truly amazing. Almost invariably, the machine is emptied of over 100 ice cream units by the time he opens for business each morning. Naturally location was a good one, just off the public square. But the fact still remains that ice cream was sold at hours when the average soda fountain or cabinet was closed. The age of automatic vending is here and it would be well worthwhile to investigate for your own future sales.

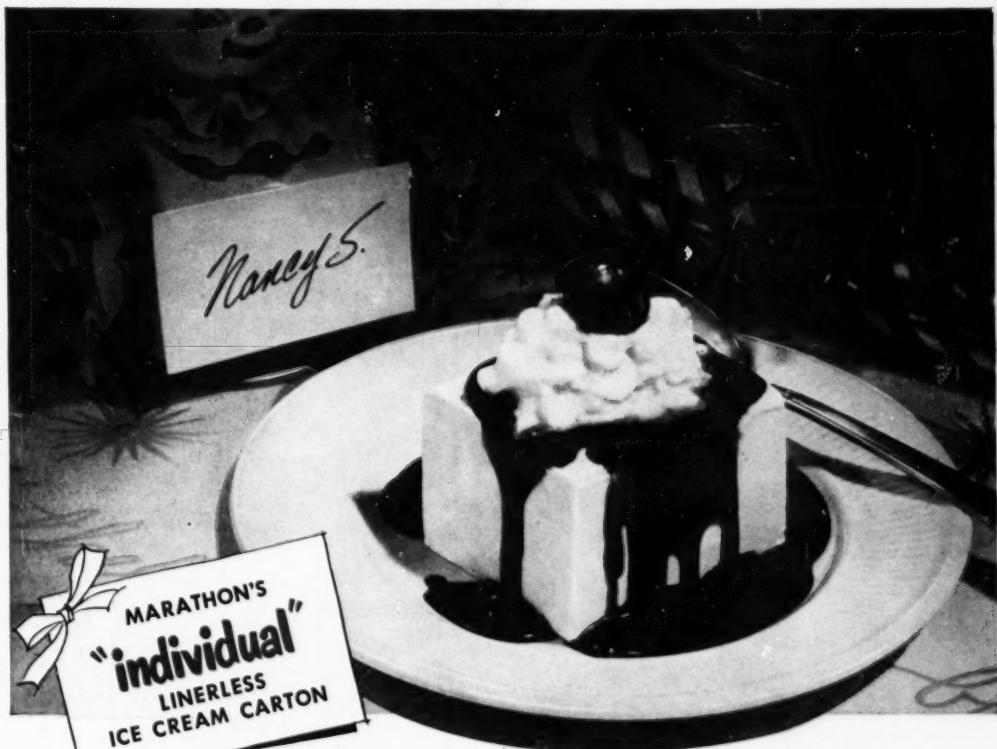
CONVENTION SPEAKER

The article by Howard B. Grant, Publisher of ICE CREAM FIELD, which appears on these pages is based on an address given November 29 during the thirty-fourth annual convention of the Ontario Association of Ice Cream Manufacturers. The convention was held in the King Edward Hotel, Toronto, Canada.



HOWARD B. GRANT

One in an extensive series of talks he has given to ice cream groups throughout the United States, this address marked Mr. Grant's initial Canadian experience. His last appearance was as guest speaker during the October meeting of the National Ice Cream Mix Association in Atlantic City, New Jersey. His next talk will be presented in January, at the annual convention of the North Carolina Dairy Products Association, in the Hotel Carolina, Pinehurst, North Carolina.



Sell it for parties

(...and everyday eating!!)



"Individual" ice cream cartons offer an assortment of festive flavors without fuss or waste! Attractive servings . . . "dished out" with speed! A quick pull on the flap opens the package for serving directly onto plate . . . no spooning, no slicing. The hostess opens only the number of servings needed. "Seconds" are simple . . . and leftover cartons fit neatly in ice cube trays for the family's enjoyment the next day!

Party Variety!

Everyday Convenience!

"Individuals" make ice cream so easy to buy, store and serve that it becomes an everyday family food! A "fountain" selection of flavors fits in an ice cube tray, each serving sealed for protection until used. You'll sell more ice cream when you sell *your* ice cream in "Individuals" . . . the newest, most promotable, most profitable idea in ice cream packaging!



Creates new users! Offers new benefits to commercial establishments and institutions! Measured portion permits accurate cost control, speeds service, assures uniform servings and quality.

Protective Packaging

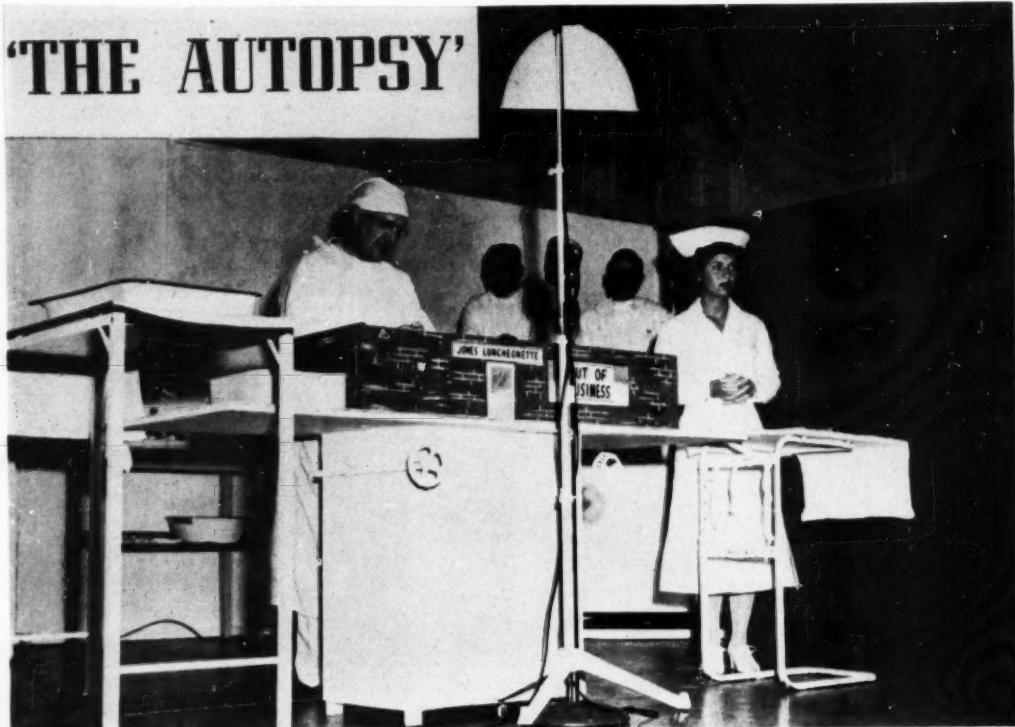
FOR AMERICA'S FINEST FOODS

Available in 3.2, 3.5, 4, 5 and 6 oz. sizes. For further information, see your Marathon representative or write Marathon Corporation, Menasha, Wisconsin.

MARATHON



'THE AUTOPSY'



ACT ONE

[Main Street of Your Town, 1950]

(The door of Jones Luncheonette opens. Jones comes through the doorway—looks up and down the street and then returns into store. He appears a few seconds later with a pot, brush and roll of paper.

He slaps paste over the window where the sign is to go and then pastes an "Out Of Business" sign on window and returns into store, closing door tightly behind him.

The banging of the door is the cue for two nurses to appear walking to work. Miss Sterling sees sign and stops abruptly. Mis Diamond continues walking.)

Miss Sterling: Well I'll be!

Miss Diamond: (Stops and turns impatiently) Come on, we'll be late.

Miss Sterling: (Points to sign) Take a quick gander at that.

Miss Diamond: Jeepers Creepers, can you beat that! Closed after all these years. Say, Gal, we're going to miss that place.

Miss Sterling: Yes, it was SO handy. Wonder what happened?

Miss Diamond: (Shrugs shoulders) Dunno, but I do know it will be the third time I've had to hunt for a convenient place to eat.

Miss Sterling: Yes, here today, gone tomorrow. One day they are serving ice cream sodas—next day the Sheriff's serving a summons.

Miss Diamond: Well, there's nothing we can do about it. So we might as well toddle into the office and break the news to the big shots.

Miss Sterling: Yes, and those thirsty M.D.s of ours are sure going to miss those 11 A.M. double dip ice cream milkshakes.

Miss Diamond: That's for sure. Let's go.
(Nurses enter Medical Building)

Miss Sterling and Miss Diamond: Good morning doctors.

Doctors: (Exchange Greetings)

Miss Sterling: Well, I see we have a casualty next door.

Dr. Abercrombie: What do you mean casualty?

Miss Sterling: Our luncheonette next door is out of business. Dead as a doornail!

Dr. Fitch: When did it happen?

Dr. Abercrombie: Why I was only in there last night for a "quickie."

Miss Diamond: Well, your days of quickies are over, as far as Jones Luncheonette is concerned for he is finished business—I was only telling Miss Sterling that this will be the third one that closed within a little over a month. It's an epidemic I'd say, and it's a darn shame.

Miss Sterling: Miss Diamond is right, but we have a lot of work to do so lets get going.

(Exit nurses)

Dr. Abercrombie: You know, Dr. Fitch, what Miss Diamond says is quite true. There seems to be an epidemic of dying stores in our community, and there is little or nothing being done about it. Here we have a business in perfect health for years—sound as a dollar—and then it starts to go into a decline—before you know it, it has a bad case of bankruptitis, takes a last gasp and dies. Somehow, somewhere, the store physician (the salesman or the merchandising man) has failed. Perhaps, it has taken things for granted, instead of prying into the causes of the stores decline, and then prescribing some practical preventative.

Dr. Fitch: You have something there, Doctor. An alert physician should know immediately what to do when a cash register starts to get that churchyard cough. Maybe there is too much general practice—it's possible that the advice of a specialist should have been sought.

ABOUT THE PLAY

One of the delights and highlights of the most recent convention of the International Association of Ice Cream Manufacturers was the original skit entitled "The Autopsy." Written by Alan H. Miller, General Sales Manager of Abbotts Dairies' Ice Cream Division, with assists from other members of the Philadelphia organization, it was presented at the Third General (Merchandising) Session. The cast was as follows:

Mr. C. Hurst	Mr. Jones The Country Doctor
Miss D. Bedrossian	Nurse
Miss P. Struse	Nurse
Mr. F. Dahr	Dr. Windsor
Mr. B. Wilson	Dr. Fitch
Mr. F. Hooven	Dr. Abercrombie
Mr. R. Edelman	Dr. Raymond
Mr. A. H. Miller	Professor Blunt

Dr. Abercrombie: You know I'm really puzzled about this Jones Luncheonette fatality, and when a doctor's in a quandary, there is only one thing to do—perform an autopsy. Let's check into Jones past—find out what made him tick when he was fit as a fiddle—find out what kind of bugs got into his system when he went into a tailspin. Such a postmortem should benefit the entire student group. And if I don't miss my guess we can all benefit.

Dr. Fitch: (Rubbing his hands) A splendid suggestion, Frank. Let's get busy on it right away—say, tomorrow at eight—or would that interfere with your classes?

Dr. Abercrombie: Forget the classes! We'll drop theory





TO CALL attention to "The Autopsy," pills were given out to convention registrants. In the top photo, Messrs. North (left) and Claxton receive theirs. The center photo shows the audience sampling Abbotts Dairies ice cream at intermission. The bottom photo is a close-up of the stars of the "operation," which dealt with the most devastating type of "heart failure"—slowdown of the cash register—the "heart" of the business. "The Autopsy" was a convention high spot.

for awhile and dig into facts, F-A-C-T-S, facts. (*Reflects*) I would suggest that the attending physician be with us. He certainly should have some information on the deceased that will help in our findings. You know Dr. Raymond, I believe.

Dr. Fitch: Yes, yes, we were classmates.

Dr. Abercrombie: Well, I'll take care of the arrangements immediately. (*Pushes buzzer and in a few seconds Miss Sterling appears*) Miss Sterling, will you get in touch with Dr. Raymond and see if it is possible for him to attend an autopsy tomorrow morning at eight. We will hold it in the Barr Building, where there is ample capacity for the student body. Ask him if he will be kind enough to bring all his records on the Jones Luncheonette Case.

Miss Sterling: (*Takes it down on a note book and replies*) Certainly Doctor, I will take care of it immediately.

Dr. Abercrombie: I am going to see if we can get Professor Blunt to perform the autopsy. He was always good at opening a case. There will be many complications and the Professor is very thorough, and, I might add, bluntly frank in expressing his opinions.

Dr. Fitch: That will be fine—by all means see if you can get hold of him, and I agree with you he will not pull his punches. Well, pal, I have a busy day. Three classes in all, with the students all set to give heavy overdoses to their imaginary patients—I'm going to hustle on my way.

Dr. Abercrombie: Yes, and I too have plenty to do, and by this time tomorrow, our autopsy should prove to us just how damn good we are. I hope we have no red faces.

(Exit Dr. Abercrombie and Dr. Fitch)

CURTAIN DOWN

ACT TWO

[Amphitheater of the Medical College, Your City]

As scene opens, internes fill the first row. After they are seated, Professor Blunt enters and starts to pace floor mumbling to himself, checks clock. Miss Sterling enters—followed by the Resident Physician, Dr. Windsor.

Miss Sterling: (*Turns to Professor Blunt*) I just saw Doctors Abercrombie and Fitch in the hall. I believe they are waiting for Dr. Raymond. They should be here any minute.

Prof. Blunt: It's about time—why nurse, in order to officiate here I broke off a conference with Dean McKenzie, of the Medical Division and Dr. Kennedy, Dean of the Women's College.

Miss Diamond: (*Enters with pad, note books, sits down at table and takes notes during the entire procedure*).

(Continued on page 32)

The cause and correction of sandiness in ice cream

You know, of course, how the texture of ice cream affects customer appeal. And you know how appealing an ice cream is that feels smooth to the tongue.

"Sandiness" is just one texture defect. But it is an important one -- and easy to correct.

If an ice cream feels as if it has gritty particles, then it is "sandy." Actually those particles are lactose crystals (milk sugar crystals).

Cause of sandiness

Sandiness is caused by one or more of the following:

1. Not enough moisture.

Moisture is necessary in the mix to keep the lactose in solution. Lactose constitutes approximately 51% of the M.S.N.F. As compared with other common sugars, it is not as soluble in water. When the ratio of M.S.N.F. to moisture is greater than 1 to 5, you may have sandiness.

2. Fluctuations in temperature . . .

in the hardening room, in shipping and in dealers' storage cabinets.

3. High cabinet storage temperatures:

Sandiness develops more quickly with continued storage at high temperatures (12° - 15° F.) than at lower temperatures.

Temperatures can be controlled. However, in an average mix with 40% total solids and 60% moisture . . . there is a possibility of sandiness if the M.S.N.F. exceeds 12%.

Some ice cream, of course, has 15 or 16% M.S.N.F. with excellent texture and no trace of sandiness. But in these cases the other solids are generally lower than average. So the ratio between M.S.N.F. and the moisture is still not higher than 1 to 5.

Ice creams with high M.S.N.F. rarely become sandy due to insufficient moisture. They are usually distributed under controlled conditions where temperature fluctuations are not a serious problem.



Safeguards against sandiness
The safeguards against sandiness are obvious from the above:

1. Maintain the desired temperatures uniform throughout storage and distribution.
2. Keep the ratio of M.S.N.F. to moisture 1 to 5 or under.

Sandiness occurs more often in fruit and nut ice creams. These materials tend to absorb the needed moisture and also act as centers for lactose crystallization.

Gelox

While stabilizers have no appreciable effect on sandiness, a good stabilizer has much to do with other texture qualities.

Swift & Company's Gelox is a balanced stabilizer for ice cream. When Gelox is used, small air cells form in the frozen ice cream structure. This leads to a uniformly small crystal formation which results in a desirably smooth texture.

Also, when Gelox is used, freezer temperatures may be reduced 1° to 1.5° F. in both batch and continuous freezers. Lower drawing temperatures result in a drier ice cream which in turn results in better textures.

These are a few reasons why hundreds of ice cream manufacturers prefer Gelox. They say it gives their ice cream a distinctive, strong body and above all, an extra smooth texture.

Order a trial shipment at the quantity price for test in your own plant. If not satisfied, you may return the unused product for credit at our expense.

Swift & Company

Stabilizer Department
CHICAGO 9, ILLINOIS

Makers of Gelox, Vestirine, and
Vel-O-Teen Stabilizers for ice cream
and sherbets.

Also Velvatex food gelatin.

Prof. Blunt: (As Doctors Abercrombie, Fitch and Raymond enter, looks them over with a scowl). If all the stiffness in the cemetery could climb out of their graves and talk, do you know what most of them would say? They would say, "We are here because the physician did not arrive in time."

Punctuality is very, very important. In our profession one cannot afford to be late for appointments—and still render the service our clients are entitled to. (Doctors weakly apologize.)

Dr. Raymond: Sorry, Professor, I had a slipping clutch.

Prof. Blunt: You've had a slipping clutch for a long time. Well, let us proceed. (Goes over to table. Miss Sterling, with gloves, helps Professor put them on, then goes to table and removes sheet.) I hope that this autopsy, which we are about to conduct before this august body (waves hands at audience) will prove worthwhile, and as our findings unfold—it might be well for students and practitioners alike to make notes. Also, if you like, feel free to comment. (Looks down at deceased and says) This is a bit touching to me for I knew this location for many years—when it was a thriving business—doing so well, and here today—well, it looks a bit shopworn, doesn't it?

I should first remind you students that in any autopsy, we primarily examine the conditions of the following vital organs:

First—The Cash Register—which we refer to as the heart of any business.

Next—Sales, the life blood of business which is to a store what the flow of blood is to the human body.

Third—Sound Business Principles—the invigorating oxygen that keeps a business breathing and expanding.

Next—Proven merchandising methods—the vital organs which provide the nourishment a business needs to stay hale and hearty.

Finally—The Nerve Center of Business—the brain—advertising—which creates consumer demand through the printed and the spoken word, and by striking illustrations.

And so, gentlemen, let us proceed—and we will go directly to the cash register, or heart of these remains, which was once the sound flourishing business—of Jones Luncheonette.

(Fitch and Abercrombie stand slightly back of Professor Blunt. Dr. Raymond stands off from table. Miss Sterling stands at instrument table. Diamond continues with notes. Miss Sterling passes instruments to professor.)

Prof. Blunt: Scappel . . . Saw . . . Pledget . . . Pledget . . . Forceps. The heart of a business is the cash register—it is that organ through which the life blood of business flows—and that life blood is—money. A business with



ALPHA AROMATICS, INC.

656 Third Ave.

Brooklyn 32, N. Y.

MAKE EVERY WINTER DAY A "SALES" HOLIDAY

WITH

1—CHERRY HOLIDAY

Maraschino red cherries, Bordeaux black cherries, mint flavored green cherries, in a vanilla ice cream—4 distinct taste sensations, plus eye appeal.

2—WEAVE (Variegated Ice Cream)

Specifically processed to serve ice cream manufacturers' 4 distinct purposes: 1) As the weave in variegated ice cream. 2) As a topping for walk-away sundaes. 3) For tart centers. 4) For ice cream pie fillings. Will not freeze or crystallize or bleed. Easily incorporated into the ice cream.

3—PISTACHIO NUT SALAD

Extra dry pack. Pistachio nuts, almonds, and green colored pineapple—pistachio flavor. One #10 can to 7½ gals. mix.

WRITE FOR DETAILS

FRUIT AND NUT SPECIALTIES • PURE VANILLA EXTRACTS
VANILLA CONCENTRATES • DOUBLE DUTY CHOCOLATE BUTTERSCOTCH BASE • CREAMOLINE • STABILIZERS

ALPHA MAPLE X CONCENTRATE
PURE COFFEE CONCENTRATE
and

A Complete Line of Flavoring Extracts

**BEFORE
Ordering Any
Ice Cream Body**

**See A "Sample"
"Refrigerator Truck Body"
and How It Is Built**

You are cordially invited to visit our shop here in North Woburn (near Boston) and see our Refrigerator Bodies, both completed and under construction.

See for yourself how these bodies are put together. Check the care and skill of our craftsmen. Check the materials, too.

The more you check, the more certain you'll be that our bodies are built to keep your ice



cream perfectly all day long, even in hottest summer weather. And built to stand up year after year, for economical, trouble-free service.

So plan to visit us soon, to do your own "sampling." Meantime, send for our "Tells-All" folder. And, for a prompt quotation, just tell us the size and type of Refrigerator Body you want. Write now.

**REFRIGERATOR
TRUCK BODY INC.**
ERIC NORDEN, PRES. BOB FARMER, TREAS.
29 Webster Street, North Woburn, Massachusetts

a steady ringing cash register—working normally, generally determines the health of that business. The heart of a business, however, is simply the mechanics of business—it pumps cash—as the heart pumps blood through the body. But once—that pump is stopped—you just have no business. And you better damn soon find the cause of it—or it will stop. Well, here it is—let's take a look at the heart, or cash register, of Jones Luncheonette. It's pretty much shopworn, but somewhat average. These arteries are small—which shows there was a definite slow heart action—and we will no doubt, as we go on, find a reason for that slow action.

No leaks in the valves—which is encouraging—for frankly—if such had been found, we could stop this autopsy right here. I believe Prof. Hennerich of The Institute wrote a paper called "Tapping the Till." In that article he proved that without a shadow of a doubt, stealing from the cash register was certain store death in nine out of ten cases.

Dr. Fitch: How right you are Professor—and with such a high casualty record—it should be a warning.

Prof. Blunt: Warning—who heeds warnings? It is most unfortunate that business fails to profit from the case histories of other businesses: but if they, themselves, become seriously affected, they do not hesitate to expect of us some antidote, or some miraculous cure that is absolutely painless—requiring no sacrifice on their part.

Well, let us get along with the heart.

Here we have an organ that must work for business to live. There are many things that would cause this vital organ to break down—for instance—lack of trade will slow the heart. Irregular trade will cause it to flutter—poor trade will cause it to miss beats—poor profits will cause it to take in less that it puts out—and will soon result in death. However, the real cause which slows down a heart or business—is insufficient intake to take care of the necessary output. (*Turns to students*) Do you understand this. (*Turns to the doctors*) Any comments?

Dr. Abercrombie: Yes, Professor, in this case, I believe that if the patient had received liberal doses of aggressive merchandising, of punchy, honest advertising, and if the doses had been repeated over and over, the store's anemic circulation would have been greatly stepped up.

Dr. Fitch: Maybe the advertising medicine WAS available and Jones Luncheonette didn't use it.

Dr. Abercrombie: Exactly. In this connection, Professor, I would like to cite a case history.

Prof. Blunt: Go right ahead, doctor.

Dr. Abercrombie: I have a patient—a drug store. This store's business pulse was just fair—around three thousand gallons of ice cream a year. But—the Brain of



DURING THE dissection, it was learned that failure to be guided by THE ICE CREAM MERCHANTISER, publication of the Ice Cream Merchandising Institute, proved fatal. In the top photo, the doctor emphasizes the point. Later in the play—see center photo—the old-fashioned doctor appeared, carrying some effective promotion prescriptions. A summary of "The Autopsy" concluded the proceedings with author Alan H. Miller, Abbott's Dairies, at the microphone.

this store was smart and alert. His motto was, "He who uses his brain cells C-E-L-L-S sells S-E-L-L-S. So I prescribed for his business, radio and TV advertising stimulants. He cooperated 100%—tuned in the programs and spot announcements, and talked about them to his patrons. If a special ice cream flavor was being advertised—he made sure that he had that flavor in stock. Patronage kept flowing into his store—there was no slow down in circulation—no flutters—no misbeats. His business pulse climbed to 9000 gallons of ice cream per year.

Prof. Blunt: The patient MUST cooperate with the doctor.

Dr. Abercrombie: On the other hand, I had another case—not such a happy one.

Prof. Blunt: Go on, doctor.

Dr. Abercrombie: This patient, also a drug store, had a pulse beat of 5000 gallons of ice cream a year. Surroundings were ideal—the neighborhood buying power above normal—but the so-called Brain of this store thought advertising and merchandising was a waste of money. With sneering sarcasm he ridicules the advertising stimulants I prescribe. Day by day, his heart beat is getting lower and slower.

Prof. Blunt: Well, in that case we will soon have another casualty on our hands, unless you can change his attitude. Perhaps there is work here for a psychiatrist or perhaps we could just use the first store's case history on him.

Let me return to this cash register.

Everytime this organ works—it must take in money that will pay for the goods that have been sold, plus enough for overhead—replenishing stock, etc. Without this exchange—business just won't exist. Here we have found a slow, slightly damaged heart, but it is far from a killing heart—and so we must go deeper to determine the cause or reasons for the death of Jones Luncheonette. (*Turns to Raymond*).

I believe you were the attending physician, or the salesman, in this case.

Dr. Raymond: Yes Professor—I was.

Prof. Blunt: Then you surely found other contributing symptoms—before we proceed, perhaps it would be well if you gave us your finding.

Dr. Raymond: I'll be glad to. Just let me refer to my case history book. (*Fumbles for book*) I have it right here. Now, let me see. I have been attending the Jones Luncheonette since 1936. The patient was not too strong at that time, but he followed to the letter my prescribed treatment—a sure fire remedy—which came under the heading of sound business.

Prof. Blunt: Well, how did he get here—if he followed such a plan religiously?

(Continued on page 74)

Her

BOOST ICE CREAM GALLONAGE WITH ICE CREAM 'N CAKE ROLLS

One of America's leading ice cream companies, selling
in 16 states, reports that Ice Cream 'n Cake Rolls,
placed in cabinets alongside their regular pints,
increased their total gallonage by 20%.

It's easy to get
extra gallonage
and Extra Profits ➤ ➤

Newly W
206 E
Chicago

Here's All You Need To Do

1. Keep cabinet stocked at every stop.
(Half-stocked cabinets won't do.)
2. Talk up Ice Cream 'n Cake Roll at every stop.
3. Be sure each cabinet contains at least 2 types
(flavors) of Ice Cream 'n Cake Roll.
4. Get display material up at every stop. Window
streamers like this one are available without charge.
Write today for your supply.

Newly Weds Baking Co.
206 E. 25th Street
Chicago 16, Illinois

Western Newly Weds Baking Co.
1036 Ashby Street
Berkeley, California

**Simply
delicious**



**Just slice
and serve**

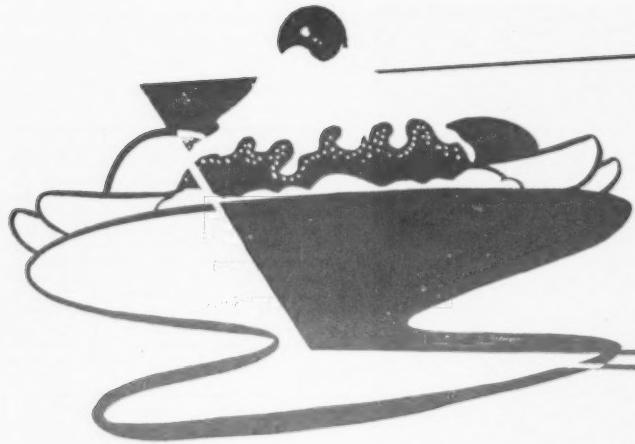
"Ice Cream"





m'n Cake Roll"

Copyright 1950, Newly Weds Baking Co., Form 61



IT CAN BE DONE IN '51

IT is probably a matter of good fortune that we meet at a time when 1950 is about to become history. The industry generally knows what it has done in the past eleven months. What happens in December will not materially effect the final outcome of '50. What better time then to pause for a review of the past year, with the hope that as we do so, there may be revealed at least a few of the pebbles, boulders and roadblocks — whichever they were; errors of omission or commission made in the past, the avoidance or correction of which will assure that "*It is done in '51.*"

Throughout most of the areas with which I am familiar it may be said with certainty that Fifty was a year of frustration. At times the industry's actions indicated a frame of mind comparable with the dilemma of the small boy who dropped his bubble gum on the chicken house floor.

Weather was unfavorable. No one will deny that. But we are kidding ourselves if we attribute all of the year's woes to weather.

Productionwise, lower volume tended to increase unit production costs. In the field of controllable expense ordinary business prudence was not always in evidence. A pro-

fusion of new production techniques came into the picture. Each was considered part of, if not the complete answer, to all our production problems. And yet when the accountants finished their jobs, lower unit costs on production were somewhat conspicuous by their absence.

The industry raised a hue and cry of considerable proportions about increased costs of fat, solids, fruit, nuts, sugar & etc. And rightfully so, because collectively they have a decided bearing on gross margins. Yet—despite the seriousness of this situation we all seemed hell-bent on ignoring their effect by offering the trade still more and more high costing varieties and new items of unproven merit.

Over a period of years I have been privileged to gain an intimate view of a considerable number of milk and ice cream operations. Between the successful and the unsuccessful the margin of difference is rarely great in the field of dairy ingredient costs. As those of us know who have competitively sold fat and solids there is, under normal supply conditions, a wide selection of supply sources. The fellow with even a dull pencil is not at any particular disadvantage, providing of course he has some background in the economics involved, plus a little buying instinct. However, to start with an even break at the mix vat offers no assurance of better profit performance if we needlessly dissipate the opportunity in other phases of our operations.

I am not decrying the need for sales stimulators. Neither am I unaware of the fact that with firms having one type of sales outlets they are not more productive of results than with others of a different type. But, like many other good things, they can be and they have been overdone. Who will deny the extent to which the multiplicity of varieties and items has not aggravated the problems of production, storage, advertising, selling, cabinet and delivery?

Actually, we are in competition with ourselves. We de-
(Continued on page 80)

BY FRED ATKINSON

*Midwest Dairy Products Corporation
Chicago, Illinois*



WINNING ENTRIES in the Liggett Soda Fountain Concoction Contest get the once-over from judges Sidney M. Maran, ICE CREAM FIELD; James Horan of FOUNTAIN SERVICE; Charles Calkins, National Association of Chain Drug Stores; John Poulos, CHAIN STORE AGE; and H. S. Lokey, Vice President in Charge of Liggett's Fountain Operations. In the background, holding the kite which goes with the first prize concoction, the "Flying Kite Sundae," is Sam Morgan, Liggett's New York City Soda Supervisor. In the foreground is Mrs. Otilie Kovacek, who prepared the entries. Mrs. Kovacek is in charge of the local fountain training school.

Ideas Fly In Fountain Contest

M ERCHANDISING is not just a word, it's a philosophy, as far as the soda fountain division of the Liggett Drug Company is concerned. If ever a prominent organization was ice cream-conscious, this one is it.

The Liggett management is so ice cream (and fountain) conscious that it has seen fit to appoint a committee of one to supervise activities in that end of the business. He is Sam A. Morgan, soda fountain promotion genius *extraordinaire*. His job is to dream up selling stunts that will boom patronage at the Liggett fountains, and reliable reports have it that he has succeeded admirably.

An example of the way Mr. Morgan works: Just about a year ago, he thought it would be a good idea to feature the so-called "Flaming Sundae" at the Liggett fountains. This proved to be a torrid idea, to say the least, for a combination of factors produced one of the most sensational sales campaigns in recent ice cream history.

One factor was the product itself. This "Pyromaniac's Delight" consisted of a half-pint of vanilla ice cream, topped by a teaspoonful of chopped nuts, $1\frac{1}{2}$ ounces of hot chocolate fudge, half a marshmallow, and one cube of cocktail sugar saturated with a few drops of lemon

extract. When the fountain clerk applied a lighted match to the sugar, the saturated cube burned brightly, because the lemon extract contained about eighty per cent alcohol. These "Flaming Sundaes" were served in an atmosphere replete with point-of-sale posters, pennants, and streamers (all painted in spectacular red). Also, during the promotion, all soda clerks wore miniature firemen's caps, and blew a siren whistle every time one of the concoctions was sold.

The second factor which contributed to the outstanding success of the promotion was the banning of the "Flaming Sundae" by a Pittsfield, Massachusetts Fire Chief. He called the novelty a "fire hazard" and told the Liggett organization: "You can't serve it here." Citizens of Pittsfield became interested in the controversy, visited the local Liggett store to investigate, and invariably purchased one of the sundaes. News of the incident was telegraphed across the country by the Associated Press, and the "Flaming Sundae" received nationwide publicity. (For the complete story, see the February, 1950 issue of ICE CREAM FIELD.)

The incident served to intensify the organization's interest in soda fountain promotions. In the following

months, a great variety of merchandising maneuvers were effected, with favorable results. But as cold weather approached this last Fall, a visitor to the Liggett offices could observe Mr. Morgan making strange but meaningful "doodles" on his desk pad. An idea was hatching, and last month it matured. When it had its debut, there was universal agreement that Mr. Morgan had uncovered a sure-fire formula to bolster ice cream sales during the coming cold weather months.

He called a conference of trade paper editors, representing some of the most widely-read and influential business publications in the country. To them, he outlined his brainchild.

The Contest Explained

What he had in mind was a contest to be conducted in more than 150 Liggett stores, north as far as Maine, west as far as Pittsburgh, or generally speaking, in the eastern section of the United States. Employees were to be invited to submit ideas for unique fountain specials. These ideas were to be described in fifty words or less, they were to have unusual sales effects on customers, and must be priced so that the base cost was not less than fifty per cent of retail.

Prizes would be as follows: a fifty dollar war bond for the best promotional idea presented; second and third places would earn a twenty-five dollar bond each; and the soda supervisor in whose district the first prize was awarded would receive a twenty-five dollar bond.

Furthermore, each of the three prize-winning entries was to be publicized and run as a monthly soda promotion throughout the Liggett chain in 1951.

The trade paper editors voiced approval of the idea, and

in turn were asked to serve as judges for the contest. The panel of judges was composed of editors Roydon Stewart of *American Druggist*, John Poulos of *Chain Store Age*, Jim Horan of *Fountain Service*, Katherine Maynes, *Liggett Showcase*, and Sidney M. Maran of *ICE CREAM FIELD*; and Ade Schumacher, President of the Liggett Drug Company; H. S. Lokey, Vice President of Liggett's; and Charles Calkins, Sales Director of the National Association of Drug Stores.

The contest was announced late in October to all store and soda managers. A deadline of December 1 was established, and it wasn't long before Mr. Morgan's office was swamped with contest entries. At his invitation, the judges convened on December 11 to discuss the promotion suggestions and decide upon a winner.

It wasn't easy. So many ingenious ideas were presented that the judges found it difficult to select a winner. For example, one entrant described what he termed the "April Fool Sundae." This was to consist of two scoops of ice cream, topping, whipped cream and a cherry. But the choice of flavors—both in ice cream and topping—was left to the dispenser's whim, thereby creating suspense and uncertainty. The customer was to be urged to "take a chance—you can't lose for seventeen cents!"

Coffee Combination

Another thought-and-appetite-provoking idea was the "Coffee Cup Combination Sundae." This consisted of two scoops of coffee ice cream, topped with coffee syrup, whipped cream and a cherry and was to be served in a coffee cup and saucer, along with an ordinary cup of hot coffee.

But, as the voting indicated, there were even more excit-

(Continued on page 56)

PRIOR TO preparing the entries in the Liggett Soda Fountain Concoction Contest, Mrs. Otilie Kovacek checks the list of ingredients

that are called for in the wide variety of ideas. At the right, Soda Supervisor Sam Morgan reads a contest entry as Mrs. Kovacek

applies the whipped cream. These photos and the one on page 38 were snapped by Miss Katherine Maynes of the Liggett organization.



A Capital Success



WHEN you drive into the parking space at one of Washington, D. C.'s twenty-one orange-roofed "Hot Shoppes," a smiling "car salesman" is at your door before you have time to turn the handle. His uniform is orange and blue, and he will bring to your parked automobile, on a shiny tray, your selection of any combination of the 17,301 items—milk shakes, soft drinks, ice creams, sherbets, barbecues and other fine foods—for which Hot Shoppes, Inc., has become increasingly famous in the Washington metropolitan area since 1927.

Recent reports show that some 17 million customers patronize these Washington restaurants and spend an estimated ten million dollars in a single twelve month period. Of this number of patrons in the year, the car service took care of 2,600,000 and accounted for ten per cent of the company's total annual business. On one humid summer day, a peak of 800 customers was car-serviced at a single Shoppe in one two-hour period!

A breakdown of car-service ice cream product orders shows that of the total, the Hot Shoppe milk shakes are the most popular item, running twenty-three per cent of the total. But fruit sherbets, hot fudge and hot butter scotch ice cream cake sandwiches (assembled fresh for each order), and sundaes account for a large volume of business, also.

Each Hot Shoppe, in addition to its car-service offers counter-service, a restaurant, and a pastry shop under roof, and the company does a catering service in ice creams on a pick-up basis, but with no retail or delivery service.

Behind the scenes, ice cream production plant manager C. F. Warner has the responsibility of overseeing the manufacturing of the flavored and packaged ice creams and novelties sold through the Hot Shoppes: novelty rolls in four flavors and colors, four kinds of ice cream pies, three-layer ice cream slices wrapped and packaged eight to a quart, and the ice cream squares which the Hot Shoppes use between cake slices for the popular hot fudge squares.

Production Plant

The Hot Shoppe production plant for ice creams is in four sections, compactly planned. There is a main processing room, 24 x 40 feet, with white walls and a red brick-tile floor for easy hosing down. The hardening room measures 900 feet square with temperature kept around twenty degrees below zero. Adjacent to the processing section is a small storage room for sugars, flavor ingredients, and miscellaneous record keeping. There is a shipping room which includes a loading platform, and two truck ports with a pier between them equipped with a conveyor mechanism to facilitate loading operations.

Until 1941, Hot Shoppe ice creams were made in a batch freezer in one of the retail stores. Today production is centered at the Hot Shoppe Commissary building at 1234 Upshur Street in northwest Washington, where the equipment can turn out 3000 gallons of ice cream in an



New!

another Balch "first"

DOUBLE Ripple

ice creams

MADE THE EASIER WAY with
BALCH'S READY-TO-USE RIPPLE SAUCES



Ice cream sales **TRIPLE** when you blend with **RIPPLE**

Ice cream manufacturers everywhere are blending their own vanilla ice cream with these distinctively-luscious Ripple Sauces—increasing sales by running Fudge Ripple as the ideal basic flavor and featuring monthly specials from the other eleven fast-selling flavors. And now—Double Ripple adds one more “first” for alert manufacturers to cash in on. Remember, ALL Ripple Sauces are “Simple to Use”—just cool and pump into your ice cream as it leaves the freezer. AND—*ALL* are Triple-Purpose 1.) For Ripple ice creams; 2.) For Tart Toppings, Sundae Cups, Ice Cream Pies (just pour from the pail and use); 3.) For Flavoring ice creams.

Yes . . . it's another wonderful idea to help you boost sales, DOUBLE RIPPLE ICE CREAMS, in flavor combinations that create an entirely new eye-appeal and taste-appeal. Made the same easy way as regular Ripples, these new 2-color flavor combinations added to vanilla ice cream become wonderful seasonal features to promote. Choose from regular Ready-to-Use Ripple Sauces that have enjoyed such widespread acceptance by leading ice cream manufacturers all over the country. Recommended flavors to run: Chocolate and Orange-Pineapple, Green-Pineapple and Cherry, Fudge and Mint-Marshmallow.

Write now for details

FREE ADVERTISING HELPS

Colorful window streamers, placards, mats, etc. imprinted with your own name and trademark.

RIPPLE EQUIPMENT—All kinds for all types of manufacture. If you need any advice in planning your production of variegated ice creams—our laboratory experts will be glad to help—just write for information.

BALCH FLAVOR COMPANY

ADAMS & FULTON STREETS, PITTSBURGH 33, PA.

WEST COAST: Fred Cohig, 1855 Industrial, Los Angeles, Calif.

Canada: R. J. Campbell Co., No. 2 Denison Road, Weston (Toronto).

NOW! Warehouse Stocks at Chicago, Ill. and Atlanta, Ga.



RETAIL STORE pictured here, one of the latest to be opened by Hot Shoppes, Inc., presents modern appearance to downtown Washington patrons. Seventeen million people patronize the Hot Shoppes in an average year.

eight-hour day. A total production of more than 200,000 gallons is maintained annually.

Logically, to take care of the requirements of the twenty-one Hot Shoppes, the headquarters processing room is the center of high pressure activity. Orders received before 11 A.M. one day, are put up immediately, and loaded twenty-four hours in advance of the 2 P.M. night delivery to the stores. The Hot Shoppe company was the first in Washington to use freon in its Vogt freezer operation instead of ammonia which is forbidden at this location by D. C. regulations. Equipment in current use includes two Vogt V-1 freezers, four fifty-gallon and one 100-gallon Cherry-Burrell Univats, a cut-wrap machine from Mojonier Bros. Company, a model 34-E Dixie Cup machine, and a forty-quart triple dash batch freezer. The large five-gallon containers come from Sealright, and paper cups and boxes from the Sutherland Paper Company.

High Standards of Sanitation

Good housekeeping is a "must" in all Hot Shoppe departments, and is particularly evident in the ice cream processing sections. Workers wear white uniforms, marked with orange "H S" letters on caps and lapels. Reminder signs are framed and hung on the walls. "Good housekeeping is a place for everything, and everything in place." "Let us keep our stations and floors immaculate." "Our living habits are reflected by the manner in which we work."

Hot Shoppe three-layer ice cream is made in wire trays, each lined with waxed paper. A first layer is run into the tray on the first day and hardened; another layer is added on the second day, different in color and flavor from the first. This also is hardened for twenty-four hours. On the third day, another layer is similarly added and hardened. The trays which hold these ice cream slabs fit and lock, one on top of the other, and can be wheeled in sections to the hardening room. On the fourth day each slab is slipped from its wax-paper tray and the tray is discarded. Each slab is machine-sliced, wrapped automatically, and boxed in a completely sanitary process. Containers which have

one cellophane open side are a recent innovation, one that is proving successful with customers who like to see the colors of the creams they are buying.

In another Hot Shoppe operation, a wheel rack of empty pint boxes is run beside the filling attachment of the Vogt freezer. One worker fills each pint container and passes it on to a stainless steel table where other workers close the top flaps and count the boxes into bags for future hardening and delivery. The run of the soft ice cream mix is caught at exactly the right moment to avoid drip and waste, in a quick handling process in which the worker fills an average of twenty pints per minute.

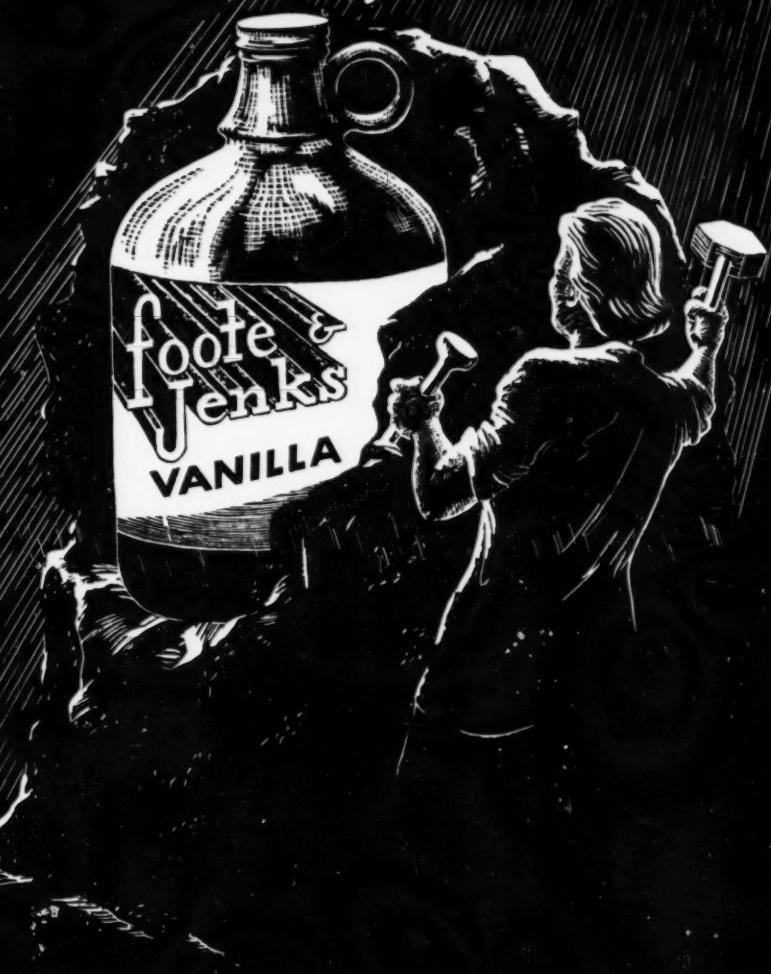
Training Promotes Efficiency

To promote efficiency, Hot Shoppe employees are supervised by a personnel department which carries on training programs for each type of employee classification, including management! Car-service salesmen are given special briefing on items handled, and tested for ability to add figures quickly. This group of employees is usually in the 18-26 age bracket, with summer help drawn largely from the city's students-on-vacation. No girls or women are employed in the Washington area for the car-service work. Personnel benefits generally include bonuses, pensions, social security, vacations with pay, group insurance, medical care, and wages as high as the industry can maintain.

Historically, the Hot Shoppe idea in Washington developed after the arrival of J. Willard Marriott in the nation's capital, with a new bride and a franchise to produce Allen and Wright root beer locally. Almost immediately came the idea of serving family meals at moderate prices. And when a chance customer, rushing through the city, asked for a quick pick-up lunch to take along in his car, the idea of the fabulously successful car-service was born, which today keeps some 350 "car salesmen" literally on their toes!

Although practically a one-man-owned business, Hot Shoppes, Inc., today is more than any one man could manage single handed, and Paul M. Marriott, brother of J. Willard, is Vice President and General Manager.

A Masterpiece



FOOTE & JENKS
JACKSON, MICHIGAN

VANILLA FOR SIXTY SEVEN YEARS



Don't Scrap Your Infantry

BY HAROLD C. KING

*Merchandising Manager, Maryland Baking Co.
Baltimore, Maryland*

WARS have been waged—battles lost and won—from the beginning of time. Methods of fighting wars, however, have undergone radical changes: super weapons, super missiles, etc.

As weapons and missiles have increased in power, so has the duration of the conflict and the cost of war. At the present time, one single fighter plane reputedly costs \$1,000,000. This increase in costs, of course, falls on the shoulders of the tax payer, Mr. John Q. Public.

I am not trying to set myself up as a military strategist, or even an "arm-chair general," but I do not believe that any of our great generals would sanction a plan to SCRAP THE INFANTRY.

The "foot soldier" has always been the deciding factor in any battle and no general would trade him for tanks, atomic bombs, ships or planes. Each of the above mentioned is designed to ASSIST the infantry, NOT TO TAKE THE PLACE OF IT. Each piece of new equipment—each branch of service has merited respect, has proven its worth; but chiefly as an ASSISTANT, a supporting force.

But what has all this talk of war—of tanks, ships, and planes, men and money—have to do with ice cream? Just this: we are engaged in a war, a total war, an all-out war, for our share of the American "trade" dollar. So I say to you, "DON'T SCRAP YOUR INFANTRY: BULK ICE CREAM!"

Each item you manufacture, each package you put on

the market has its place, but the backbone of your operation has always been and always will be BULK ice cream. It was in this form that you first manufactured ice cream and offered it to the public. It was in this form that you attained such high consumer acceptance. It is in this form, BULK, that a large percentage of the public still prefers to buy, IF IT WERE ONLY OBTAINABLE.

Let us take a close look at the following: The manufacturers who are producing the highest percentage of BULK in relation to total volume, are located in the Philadelphia market. The people who eat the most ice cream—the area where per capita consumption is the highest—is also located in the Philadelphia area.

Specializing in Bulk

The retailers who are doing an outstanding job—the ice cream specialty stores, the custard or soft frozen (coin name) operators—are all specializing in BULK in one form or another.

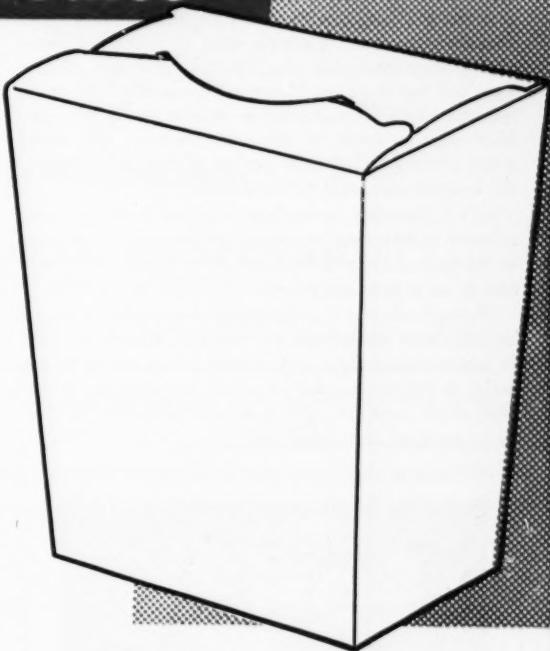
Don't you think that these are highly significant facts? Where per capita consumption is the greatest—where retail sales are the highest—BULK is being eaten—BULK is being sold. Would it not be logical then to assume that a large majority of the ice cream eating public prefer their ice cream in BULK form?

The basic rule of selling is, "Find out what the people want and make it easily obtainable." Yet, in some localities,

The Half-Gallon Pail

for Half-Gallon Sales

May your
New Year
be happy!



IT'S EASY AND ECONOMICAL TO HANDLE . . .

Ready for filling—no set-up time. The high-quality board can take it . . . it's flexible, but rigid enough to meet every test in filling, handling, and storage.

IT'S ATTRACTIVE AND CONVENIENT TO USE . . .

The sparkling, satin-smooth surface permits the finest printing. The familiar style and easy dipping appeal to customers everywhere.

► If you like, we'll send samples and let you judge their quality



**BLOOMER
BROS. COMPANY
NEWARK
NEW YORK**

bulk ice cream is becoming increasingly more difficult to obtain.

If people actually prefer bulk ice cream, and it seems very evident that they do, let's see why it is so difficult for them to purchase it.

Many retailers that I have personally interviewed are of the opinion that the margin of profit to be had in dispensing bulk ice cream is not sufficient to warrant giving any special attention to that department. You and I both know that this is a false conclusion and one that has little or no foundation in fact. We know there is a profit—a better than average profit—in retailing bulk ice cream. If this were not true there would not be thousands of ice cream specialty stores operating twelve months out of the year, from coast to coast. If this were not true, why would stores devote from 20 to 40 percent of their floor space to the fountain and table service departments?

Isn't it, therefore, up to those interested in the ice cream industry to take steps to correct this erroneous impression on the part of the retailer, if we are to regain lost volume and go on to increased volume. IT CAN BE DONE!

Through effective merchandising one retailer increased his bulk sales eighty-eight per cent. A department store (a most unusual place to find bulk ice cream) is selling twelve to fifteen thousand ice cream cone cups per month. This would represent eight to a hundred gallons of bulk ice cream to their supplier.

Alert retailers, retailers who are on their toes, many of them YOUR VERY OWN customers, people whom you have personally worked with, the ones who have followed your advice and merchandising ideas, have proven that IT CAN BE DONE. Let's carry this gospel of "BULK ICE CREAM FOR PROFIT" to every retailer in the territory. Let's give him the "DO-HOW" along with the "KNOW-HOW." They are the production twins in any field of endeavor. This fact became very evident in training the air corps. Student pilots became very proficient in class room work, passing their "book learning" tests with high marks. Everything was wonderful until they were told to take a P-38 off the ground and put it through the paces. It was just like our wives handing us a recipe book and telling us to go bake a cake. There was the "know-how" all written out—but could we do it? Maybe some of us could, but I for one, would like a guiding hand. The same thoughts ran through the minds of the air cadets and they asked their instructors to please come along with a guiding hand while they first tried their wings. The students knew what the book said to do, they had received the "know-how"—but as yet did not have the "DO-HOW."

The "Do-How"

Many books have been written on the merchandising of bulk ice cream and how to do it profitably. You have expended a great amount of effort in getting these books into the hands of the retailers and in keeping them readily available for their handy reference. Yes, you have given the retailers the "know-how"—but what about the "DO-HOW." Don't you think that it is time we stepped in and really went to work with them—work with them in their own laboratory—THE FOUNTAIN? You have told them how to fly—given all the "know-how" at your command. All that is needed now is to give the "DO-HOW" and they will not only fly but will soar to higher and higher volume.

Teach the retailer how to help himself, help him, but do not do everything for him. Whenever a supplier in any line does just about everything for the retailer, look for the margin of profit to narrow down to something like the margin on cigarettes today. In the long run it is cheaper to educate than to subsidize.

It has often been that the retailer is not willing to spend the effort required to do a real merchandising job with bulk ice cream. I do not believe that any of us would say the average retailer is not a hard worker. We know that he works hard and puts in long hours. The laborer is really worthy of his hire and he is therefore entitled to a just reward for effort expended. The ice cream retailer is like any other progressive business man, who, when exposed to sound merchandising, quality merchandise tied to a productive sales program, is quick to roll up his sleeves and go to work.

Children, yours and mine, would endeavor to live on pie and cake if we would permit them to do so. We both

(Continued on page 73)



Amerio
For the Best in
REFRIGERATED BODIES
Self-Contained Dry Ice Ammonia
Let Us Quote
You Will Find the Best
Is the Most Economical



REFRIGERATING EQUIPMENT CO., INC.
128-38 Forty-Fourth St.
Union City, New Jersey
"Serving The Better Buyers"
DISTRIBUTED BY
DISTRIBUTED REFRIGERATED EQUIPMENT



BALANCED PERFECTION

No ALCHEMIST of olden times fussed over his bubbling brews as carefully and painstakingly as we do in controlling the blended perfection of Mixevan powdered vanilla flavor.

We import selected beans from Mexico and Madagascar. We also grow, harvest, and cure vanilla on our own research plantation in Puerto Rico. This "grass roots" experience explains our special skill in balancing the particular qualities and characteristics of various crops... reinforcing them with Vanillin derived from tropical spices ... and achieving that happy wedding known as Mixevan. A delicious, delicate flavor—subtle but steady. The same in every batch and every barrel.

Thus is produced that palate-tickling elegance, constant and consistent, which builds and holds brand loyalty for Michael's customers.

The same painstaking "know-how" goes into other fine Michael's products for special uses:

TRUE VANILLA SUGAR

for custom made ice cream

TWIXT for popular-priced

ice cream

CREST for use in novelties

DAVID MICHAEL & CO., Incorporated
Half a Century in the Flavoring Field
3743-63 D STREET • PHILADELPHIA 24, PA.

For further information and prices see our representative or write direct



How Small An Account Is It Profitable To Serve?

BY VERNON F. HOVEY, JR.

General Ice Cream Corporation
Schenectady, New York

In 1927 the General Ice Cream Corporation started making a study to determine the cost of doing business with customers at various levels of ice cream volume. Based on the results of these studies, we introduced a sliding scale of discounts payable at the close of the year to customers whose volume warranted it. These discounts represented the savings in cost and distribution resulting from larger volume.

True Costs

Surveys were again conducted in 1937 and 1938. In the ten year interval, complete product costs had been developed to a point which we believe gave us true costs. This made it possible to obtain more accurate costs of distribution. It was possible to obtain an accurate cost of goods sold and thus be able to place more reliance on the profits

indicated to have been obtained at various volume levels.

Shortly after the end of World War II, it was decided to conduct another survey to determine the cost per gallon of serving customers of various sizes, based on the cost levels existing at the time of the survey. The year 1947 was selected and the studies were made in three of our plants serving about 2400 customers in total.

In the course of the survey, our accounting department developed a Profit and Loss statement on each dealer.

For the purpose of this discussion, I have selected certain phases of the study that had to do with dealers using company-owned equipment exclusively.

These dealers, using company-owned equipment, have been separated into gallonage groups and the expenses of each group averaged. The first column shows the different gallonage groups used in this study. The second column shows the number of customers in each group, and the third column shows the average gallons per customer.

CHART I

Av. Gals. Per Cust.	Delivery Expense	Selling Expense	A & G Expense	Tot. Distr. Expense	Gross* Profit
79	.87	.60	.13	1.60	.56
152	.61	.26	.11	.98	.58
252	.43	.20	.09	.72	.56
342	.33	.17	.09	.59	.56
453	.27	.12	.08	.47	.56
753	.23	.10	.08	.41	.58
953	.17	.10	.07	.34	.59
1620	.16	.09	.07	.32	.57
2207	.15	.08	.07	.30	.59
3287	.14	.06	.06	.26	.60
4480	.14	.07	.07	.28	.58
6304	.12	.07	.07	.26	.57
AV.	.19	.09	.07	.35	.57

*GROSS PROFIT: Difference between hardening room cost and list selling price

Gallonage	No. of Customers	Average Gallons Per Cust.
1 — 100	3	.79
101 — 200	43	1.52
201 — 300	84	2.52
301 — 400	91	3.42
401 — 500	81	4.53
701 — 800	42	7.53
901 — 1000	27	9.53
1501 — 1750	40	16.20
2001 — 2500	23	22.07
3001 — 3500	11	32.87
4001 — 5000	17	44.80
6001 — 7000	4	63.04

Chart I shows the distribution expenses for the different gallonage groups, broken down by delivery expense, selling expense, and administrative and general expense. The last two columns show the total distribution expense and the gross profit per gallon for each of the gallonage groups. The gross profit in this study is the difference between the hardening room cost of the ice cream and the list selling price. (See page 48.)

You will notice in the first gallonage group of customers buying less than 100 gallons per year, our total expense per gallon was almost three times as high as our gross profit.

On the second gallonage group of accounts averaging 152 gallons per year, our delivery expense alone was greater than our gross profit.

On the fourth gallonage group of accounts averaging 342 gallons, we almost broke even. We still showed a slight loss; however, we feel that it is probably good business to serve some of these accounts because they do carry some overhead. Basically, we do not care to serve an account which will not absorb its share of overhead. However, we can make some money on this size account if it can be served without additional cost. We, naturally, cannot afford to serve too many of these on any individual route.

Starting with the accounts averaging 450 gallons, we begin to show some profit, however, it is not until we get up to the 950 gallon accounts that we show a satisfactory profit.

I will discuss later the cost of serving the large volume accounts; however, before I do that I would like to briefly show you how we broke down our delivery expense, because



A Western plant owner wrote us

"You know, it's a swell combination for making ice cream, and our product was never as fine as it is now: And it's so easy to use."

GERMANTOWN Manufacturing Co.
5100 LANCASTER AVE., PHILA. 31, PENNA.

delivery expense is the biggest single cost we have to overcome.

We include electric cabinet expense as part of our delivery expense.

In the second column, under Service, you will notice that the cost per gallon of installing and servicing a cabinet in a small account is extremely high. Whereas our average cabinet cost per gallon is .08c, we do not reach this figure until we get to an 800 gallon account. These figures that I am showing you will be available to anyone requesting them. I assume they will be printed in the minutes of this meeting.

The next chart has been developed to summarize the

CHART II

Av. Gals per Cust.	Service	ELECTRIC CABINET EXPENSE Depreciation	Total	Delivery Expense	Total Expense
79	.59	.14	.73	.14	.87
152	.35	.12	.47	.14	.61
252	.21	.07	.28	.15	.43
342	.15	.05	.20	.13	.33
453	.11	.04	.15	.12	.27
753	.08	.03	.11	.12	.23
953	.05	.02	.07	.10	.17
1620	.04	.02	.06	.10	.16
2207	.03	.01	.04	.10	.14
3287	.03	.01	.04	.10	.14
4480	.03	.01	.04	.09	.12
6304	.02	.01	.03	.08	.11
AV.	.06	.02	.08		

difference in the cost per gallon of serving a 450 gallon account and larger gallonage dealers.

<i>Avg. Gals. Per Cust.</i>	<i>Distribution Expense Total</i>	<i>to 450 gal Account Exp. Comp.</i>
79	.60	
152	.97	
252	.72	
342	.59	
453	.47	
753	.40	.07
953	.34	.13
1620	.32	.15
2207	.30	.17
3287	.27	.20
4480	.29	.18
6304	.25	.22

I have selected a 450 gallon account because it will normally be charged top price.

As you will notice in the third column, there is a 7c per gallon saving in the cost of serving a 750 gallon account and on up to a 22c per gallon saving in the cost of serving a 6300 gallon account. Our study covered accounts ranging up to 12,000 gallons, however, the difference in cost per gallon of serving a 6,000 gallon account and a 12,000 gallon account was negligible.

I think the two things we can gain from this study are (1) that the average account under 350 gallons is not profitable with list prices which generally prevail, and you cannot afford to serve too many of them on any given route, and (2) accounts over 400 gallons will show a small profit with the list prices we have in effect.

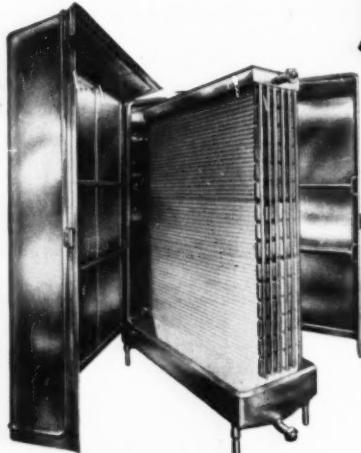
It costs more per gallon to serve a small customer than a large customer so we will have sound pricing only if we use a discount scale providing for a difference in price equal to the difference in the cost of service.

A manufacturer who needs the gallonage of small customers as well as large customers will need a fairly high list price and a broad discount scale. Theoretically, it would be possible to establish a list price at which a 100-gallon account would be profitable but the list price would have to be so outrageously high as to be entirely impractical.

Our list price should be established at a level which will give a modest profit on an account as small as 450 gallons, and I suggest 450 gallons because considerable volume can be had around that figure and the cost per gallon is not too excessive. If we assume that a 450-gallon account is desirable and our list price is so established as to give us a profit on accounts of that size, of say, 10c per gallon before taxes, it would then appear that 350 gallon accounts are of questionable value. 250-gallon accounts appear to be of little value.

The second phase of the study would indicate that your net price on the 450 gallon account should be about 22c a gallon higher than your net price to the 6,000 gallon account. On that basis, you should make the same profit per gallon on both accounts.

This article is based on a paper presented during the recent convention of the International Association of Ice Cream Manufacturers.



Mojonnier Model 8-6-60
Compact Cooler in large
West Coast plant.

How cold is COLD MIX?

With direct ammonia you can cool ice cream mix to icy-cold temperatures with less power, less cooling surface and without intermediate equipment—get a better product at an over-all saving in cost!

Mojonnier Direct Ammonia Compact Coolers have other major advantages you'll want to know about. Complete information is contained in Bulletin 180. Write for it today.

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DIRECT AMMONIA

COMPACT COOLERS

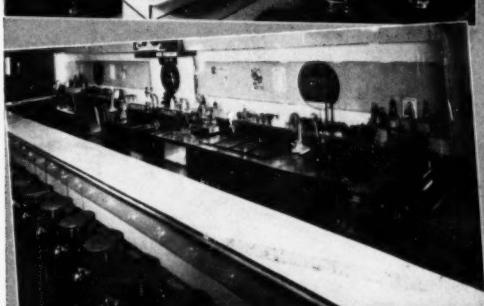
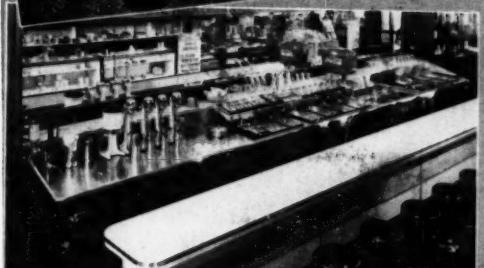
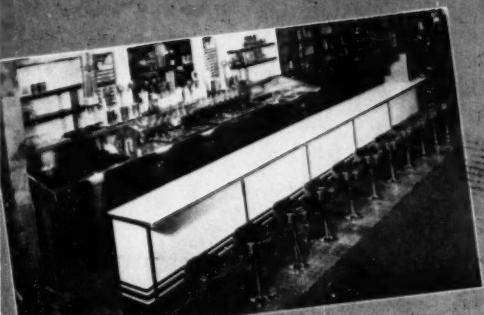
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TUBULAR HEATERS AND COOLERS • EVAPORATORS • FILLERS • CASE WASHERS • PRODUCERS COLD-WALL TANKS • CUT-WRAP
MACHINES • PROCESSED CHEESE KETTLES • OVERRUN TESTERS • BALANCE TANKS • BUTTER PRINT SCALES • CULTURE CONTROLLERS

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PROFIT PRODUCING

Method

WORTH LOOKING INTO!

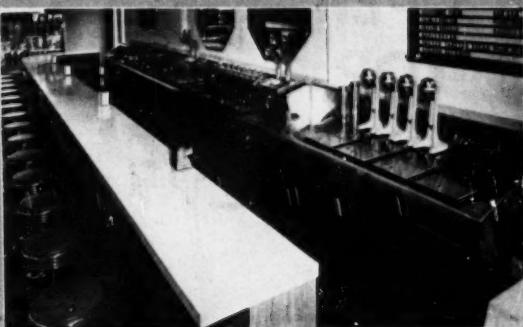


The real value to you and your dealer of any Fountain Installation is what it will do for both of you in profit.

The expertly planned, "complete-service" GRC Fountain Installations in Shops shown herewith have increased sales volume by adding newly created business, and the cost is no more than what the ordinary and perhaps abbreviated setup would be. The net profit per dollar of investment is what counts.

In these days of keen competition, you can cement good relations with your dealer in no better way than by showing him how to get set up with a profit producing, modern, efficient, sanitary and permanent GRC Fountain Installation.

OUR FACILITIES ARE AT YOUR DISPOSAL ALWAYS.



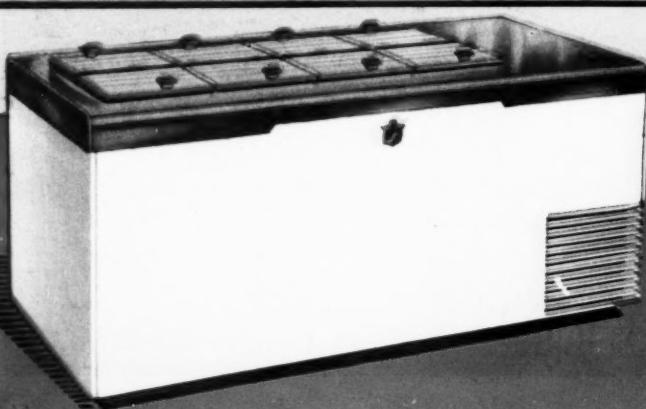
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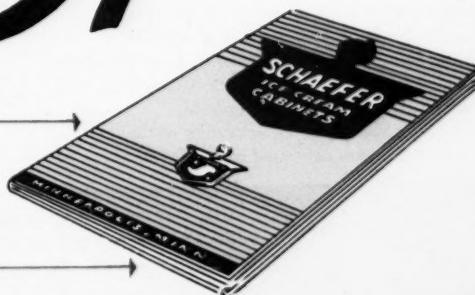
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Schaefer
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WRITE TODAY...

For Free Pocket Catalog of New
1951 Schaefer Ice Cream Cabinets



SCHAEFER, INC.
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Schaefer Ice Cream Cabinets, Clearview Merchandising-Display Cabinets, Pak-A-Way Home and Farm Freezers

A Book of Party Treats

ROCHESTER Dairy Cooperative of Rochester, Minnesota, is one organization that doesn't let cold weather get it down. Ice cream is not allowed to fall by the wayside when the thermometer drops; instead, new and stimulating promotions and merchandising methods are created in winter time, and these usually serve to minimize seasonal gallonage losses.

Only recently, this progressive firm issued "Personalized Party Treats," a brochure which suggests to the hostess various ways in which she can adapt ice cream desserts to the theme of the occasion. The booklet serves to maintain consumer-consciousness of ice cream on a twelve-month-per-year basis, and describes unusual party ideas which would enhance any festive gathering or even the ordinary family meal, winter or summer.

Great Variety

Included in the great variety of figures available to the hostess in the decorated ice cream bricks are baby carriages, roses, wedding rings, elephants, footballs, flags, organizational emblems (such as Rotary Club, Red Cross, Girl Scouts, and others), hearts, Christmas trees, stars, and a host of others.

In addition, many individual ice cream molds, created in perfect imitation both in form and color, are available and described in the booklet. These include flowers, fruits, animals, wedding bells, hearts, and others. Special individual holiday molds—Christmas trees, Santa Clauses, rabbits, chickens, and turkeys—may also be ordered.

Rochester Dairy also produces, according to the booklet, ice cream meringue cakes decorated to the specifications of



the customer, ice cream pies, and Newly Weds cake rolls. These may be ordered in advance, and will be packed in dry ice so that they will keep for as long as eight hours after pick-up or delivery.

H. C. Hoialmen, Sales Promotion Manager of the company, explained that "very little promotion" is accorded the "Personalized Party Treats" pamphlet, and "for a very good reason."

He said that the book itself has been so successful in creating additional business that "we have stalled our promotion in making it available to the general public."

"Here's how we have used it to date: All church groups, school groups and service groups have been sent copies of the book. In addition, books are sent to people whom we find out are getting married, having parties, baby showers, etc. This is done either by mail or direct contact on the part of our salesmen. We do not sell the idea, but use it as a suggestion item to be of service to the consumer. It works out beautifully because the sponsor of the party usually has the book on hand to show the guests, and, naturally, we feel that this indirect selling of our products is more effective than our own. There are a great number of people who call us asking for a copy of the book."

Mr. Hoialmen concedes that novelty ice cream and stencils "present somewhat of a problem to our production department. But," he adds, "our method of promoting these products is working out very well because we are realizing a steady increase in this type of business, and this gives our production department an opportunity to keep up with the gradual increase in business and gives our sales department a chance to impress on the people we serve that this personalized individual attention is given to each and every order."

It was disclosed that the Rochester Dairy Cooperative soon will extend its promotion of the booklet to the general public. Newspaper and radio advertising is envisioned to publicize what Mr. Hoialmen refers to as "one of the best promotion pieces we have put out, because it gives us an opportunity to bring ice cream into the home and aid the hostess in planning her party without being commercial."

H. C. (Hal) HOIALMEN is Sales Promotion Manager of the Rochester Dairy Cooperative, and many of that organization's outstanding ice cream merchandising maneuvers can be attributed to his progressive thinking. Mr. Hoialmen refers to the "Personalized Party Treats" booklet as "one of the best promotions we've ever put out."



Hitch your wagon

to a Bar!

The popularity of coconut is well established. Dress up your Ice Cream Bar or Fudge Bar in W & S dazzling white or golden toasted Coconut—and your sales will zoom to new heights.

A party dress of W & S Multi-Colored Sprinkles atop your bar—will melt all sales resistance—and hold your sales at peak levels throughout the year.

Luxuriously coated bars can now be mass produced with a fully automatic and smoothly performing ROTO-KOTER*.

ROTO-KOTER is the only method ever devised which guarantees 100% performance. It automatically coats 24 bars on a stickholder in one operation—with absolute uniformity and strict economy of material and labor.

ROTO-KOTER can be immediately installed in your plant without interrupting existing production lines. It will meet any brine tank capacity.

Write for full information today!

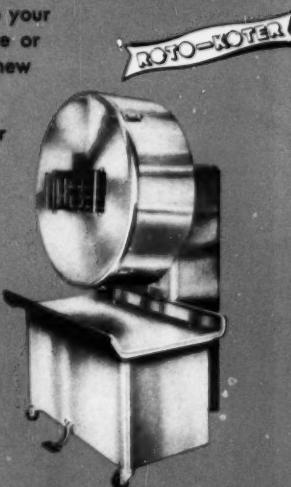
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*TRADE MARK REG.

WOOD & SELICK novelties, inc.

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A proven, uniform, economical
ice cream stabilizer—
backed by Stein Hall Control
Chemists and engineered
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quality product worth your
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Branch offices in 16 cities in U.S. and Canada

Fountain Contest

from page 39

ing and practical contest entries than those described above. And, after an extensive examination including the tasting of each concoction, the judges awarded first place to a delight entitled the "Flying Kite Sundae."

This concoction consisted of two scoops of ice cream, 1½ ounces of chocolate syrup, whipped cream, a cherry, and ½ teaspoonful of chocolate chips. With each sundae sold, a kite is given free. This idea was suggested by John McKeever, soda manager of Liggett's store 451, in Pittsfield, Massachusetts. Mr. McKeever reported that the idea had been tested in his area, and that store customers had raved about it.

Costs

From the business standpoint, Mr. McKeever noted that kites had cost him six cents each, but suggested that mass purchasing could reduce this. Including the kite, the estimated cost of the sundae was approximately 16½ cents and the suggested selling price was 29 cents.

Second prize went to Paul J. Connor, soda manager of store 805, in Pittsburgh, Pennsylvania. His entry was entitled the "Two-Tone Sundae." It consisted of a scoop of chocolate ice cream covered with marshmallow topping, a scoop of vanilla ice cream topped with chocolate syrup, whipped cream and a cherry. Before the judges had finished discussing this item, it was tentatively decided to give it another name ("Daily Double") and another twist (free sundaes to each pair of twins that enter Liggett's stores).

The "Peach Melba Sundae" won third prize. This was the creation of Dave Solemina, soda manager of Liggett's store 325 in Boston, Massachusetts, who said that the concoction has been used three years consecutively in his store and had averaged seventy-five sales per day. The sundae consisted of two scoops of ice cream, a peach half, whipped cream, chopped nuts and a cherry.

Honorable Mention

Honorable mention—and a twenty-five dollar bond—went to Gene D'Ambra, a soda dispenser in a New York Liggett's store for a clever slogan known as "Liggett's A B Cs." Bob Reid, a soda supervisor of Liggett's district 4, received a twenty-five dollar bond because the first prize winner works in his area.

Mr. Morgan is justifiably proud of the results of his contest. In addition to employee interest in what the store is selling, he is now equipped with three unusual, but sound fountain items which the Liggett organization will publicize and merchandise in the coming months. Chances are that when sales figures are compiled, Mr. Morgan will be prouder still.

Coming Events

JANUARY 15-17 — Hotel Claypool, Indianapolis, Indiana; Annual convention of the Indiana Dairy Products Association.

JANUARY 16-17 — Hotel John Marshall, Richmond, Virginia; Annual Convention of the Virginia Dairy Products Association.

JANUARY 17-18 — Hotel Copley Plaza, Boston, Massachusetts; Annual convention of the New England Association of Ice Cream Manufacturers.

JANUARY 19-20 — Hotel Thomas Jefferson, Birmingham, Alabama; Annual meeting of the Alabama Dairy Products Association.

JANUARY 21-23 — Hotel Jung, New Orleans, Louisiana; Annual Convention of the Louisiana Dairy Products Association.

JANUARY 22-24 — Hotel Commodore Perry, Toledo, Ohio; Annual convention of the Ohio Dairy Products Association.

JANUARY 22-26 — University of Massachusetts Short Course in Elementary Ice Cream Making, Amherst.

JANUARY 22-FEBRUARY 2 — University of Maryland Ice Cream Short Course at College Park, Maryland.

JANUARY 24-26 — Hotel Carolina, Pinehurst, North Carolina; Annual Convention of the North Carolina Dairy Product Association.

JANUARY 25-26 — Hotel Cornhusker, Lincoln, Nebraska; Annual meeting of the Nebraska Ice Cream Manufacturers.

JANUARY 25-26 — Hotel Carolina, Pinehurst, North Carolina; Annual meeting of the North Carolina Dairy Products Association.

JANUARY 29-FEBRUARY 2 — University of Massachusetts Short Course in Advanced Ice Cream Making.

JANUARY 30-31 — Hotel President, Kansas City, Missouri; Annual meeting of the National Dairy Council.

FEBRUARY 14-16 — Hotel Lafayette, Little Rock, Arkansas; Annual Convention of the Arkansas Dairy Products Association.

FEBRUARY 20-22 — 40th annual Dairy Industries convention of the Oregon Dairy Manufacturers Association at

Corvallis campus of Oregon State College.

FEBRUARY 26-MARCH 9 — North Carolina State College Short Course in Ice Cream Making, State College Station, Raleigh. Ice Cream Conference (March 9) winds up the course.

FEBRUARY 27-28 — Manhattan, Kansas; Kansas State College Dairy Industry Conference.

MARCH 12-17 — Pullman, Washington; 20th annual Institute of Dairying, sponsored by the State College of Washington. Professor W. H. Bendixen, Department of Dairy Husbandry, will supply additional information.

MARCH 21-22 — Ice cream short course at the University of Georgia, Athens, Georgia. Professor Henderson of the school's Department of Dairy Manufacturing will provide information on request.

Better Coloring with **BETTER COLORS**

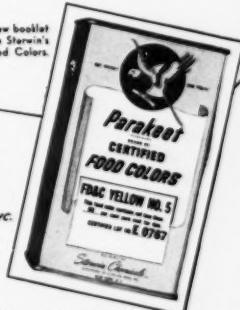


Parakeet TRADE MARK BRAND OF **CERTIFIED FOOD COLORS**

Your finished product deserves the finest. Secure maximum sales and eye appeal by using Sterwin's Parakeet Certified Food Colors.

These pure food colors are manufactured by Sterling's Hilton-Davis Chemical Co., leaders in the color field for 25 years. Their experience and know-how guarantee the production of top quality certified food colors.

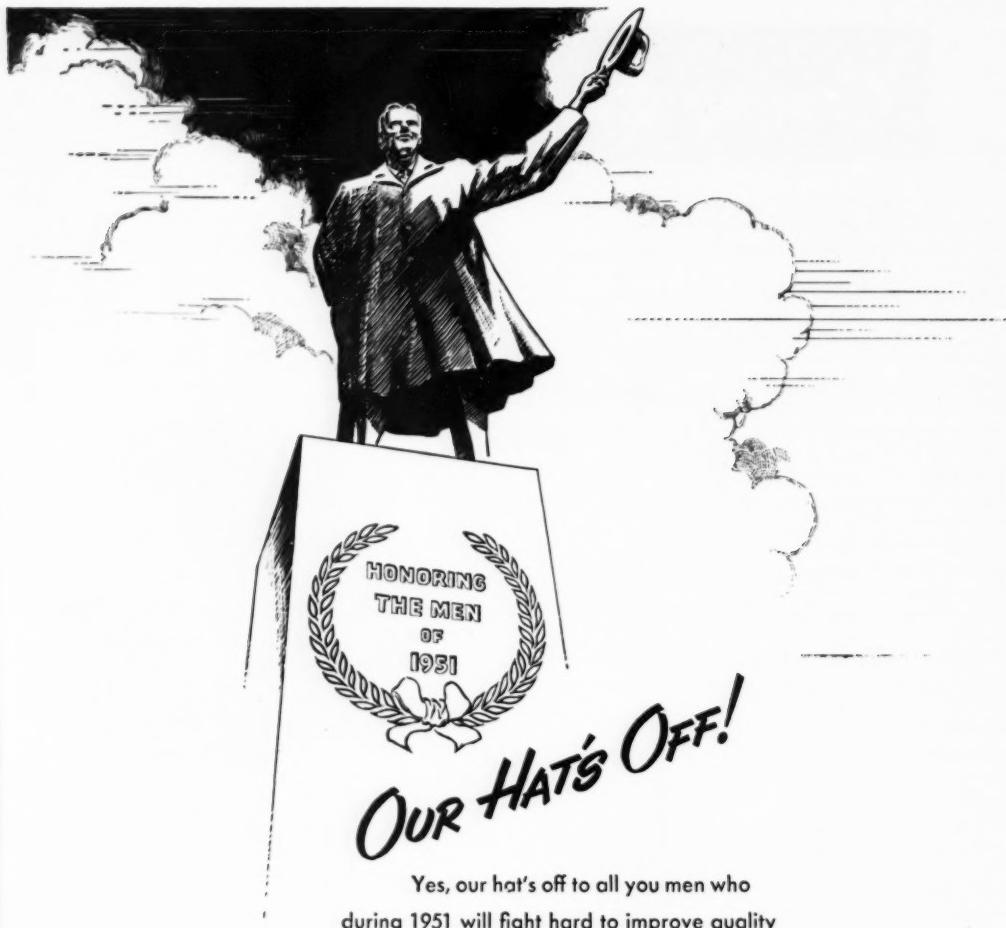
WRITE TODAY for new booklet giving information on Sterwin's complete line of Food Colors.



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BUSINESS OF STERLING DRUG INC.
1450 BROADWAY, NEW YORK 18, N. Y.
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WORLD'S LARGEST SUPPLIERS OF VANILLIN



Yes, our hat's off to all you men who
during 1951 will fight hard to improve quality
and yet maintain price.

For you we have a suggestion drawn from both
the experience of our customers and our own:
Namely, that by careful selection a Vanilla can often be
found which will improve flavor and at the same time
cost no more, and in many cases less.

Vanilla
LABORATORIES, INC., ROCHESTER, N.Y.
PURES • BLENDS • CONCENTRATES • POWDERS

PRODUCTION

E



i

t



1951 Equipment Outlook

WITH machinery and equipment plants in all industries undergoing accelerated conversion to a wartime footing, ice cream manufacturers throughout the nation have expressed concern about the inevitable rumors of shortages of the raw materials essential to the manufacture of dairy products machinery. A newsletter published last month by the Cherry-Burrell Corporation, Chicago, contains the answers to the most frequently posed queries, and advises dairy plant operators how to make the best of the current situation.

Discussing the dairy machinery outlook, the bulletin points out that today the government is asking for "bullets—not butter!" "What does this have to do with the availability of dairy machinery?" asks the newsletter. The answer: "Although you may be fairly well informed of the effect of government and voluntary controls currently placed on raw materials used in the manufacture of dairy equipment and supplies, many do not realize the seriousness of the situation. In this letter we will attempt to tell you what we know and what the picture looks like today."

Short Supply

Stainless steel is in very short supply, the bulletin points out. Very little is available from steel mills or warehouses. Steel mills report that they can supply no stainless at all during the first three months of 1951. No promises are made for the following period. Extended stockpiling by the United States and Great Britain is cited as the reason. Increased defense orders by the government are also contributing to the scarcity. Canadian production of nickel, a basic ingredient in stainless steel, has diminished since the end of World War II, the bulletin states, and much of the nickel is destined for the Allies' stockpiles.

The government's stockpiling program, by and large, has not gone well, as is well known. This accounts for the government's "big take" of raw nickel and other base materials such as copper, zinc, aluminum, etc.

Defense projects are starting to gain momentum. No definite word has been promulgated as to how much raw material will be required by government departments. "But," stipulates the bulletin, "you may be sure that draft, defense production, stiffer controls of practically all types are definitely in the picture for a long time to come."

Defense Uses

Currently, the government is making clear that both civilian and defense usages of stainless must come from available nickel AFTER stockpiling. Defense uses include nickel alloy in tank armor plate, stainless for radar, jet planes, guided missiles, atomic energy projects, etc.

The bulletin notes that the dairy industry has used increasing amounts of stainless steel for product contact surfaces as well as exterior equipment finish since World War II. So have other industries, it is pointed out, many not as essential as dairy and food. Yet, the dairy industry uses only about $1\frac{1}{4}$ per cent of the total annual stainless steel production.

The bulletin continues: "No one knows how much stainless steel will be available for dairy equipment in 1951." An optimistic estimate is sixty per cent of 1950 use, although there is no official government program on stainless steel at this time. A skeleton program for the allocation of essential materials has been established but has not yet been put into operation.

Must Depend on Inventories

Until such a program is launched, manufacturers of dairy equipment will have to get along on inventories of stainless, other steels, motors, zinc, copper, tin and other materials now on hand. "The bottom of the barrel may

(Continued on page 86)

ENTIRELY NEW KIND OF TRUCK

ICE CREAM COMPANIES from coast to coast report new usefulness... new efficiency... in their delivery operations because of the many exclusive advantages of this entirely new kind of truck—the White 3000.

The functional design of the White 3000 adds new maneuverability in close quarters... new driving ease... new safety. Its shorter over-all length saves space on the street... in the garage... at the dock. The new cab design saves driver time and energy. It saves maintenance labor 20% because of the power-lift cab.

In every way, it's tomorrow's truck... for the ice cream industry... today!

Your White representative will gladly demonstrate the Traffic Advantages of the New White.

SAVES TIME—SAVES SPACE

SAVES DELIVERY COSTS



LOW LOADING and unloading height is an important feature of this Model 3014 White in ice cream delivery service for Telling's of Cleveland.

CHECK THESE EXCLUSIVE ADVANTAGES



GREATER MANEUVERABILITY



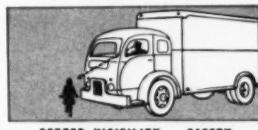
MORE PAYLOAD—SHORTER LENGTH



NEW CAB SAVES DRIVER TIME



MORE EFFICIENT IN TRAFFIC



BETTER VISIBILITY...SAFETY



LOW LOADING HEIGHT

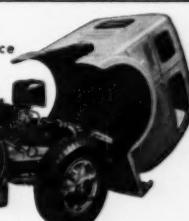
THE WHITE MOTOR COMPANY

Cleveland 1, Ohio

For more than 50 years the greatest name in trucks

ICE CREAM FIELD, January 1951

Tips its cab to service





GOLDEN CREST Farm Ice Cream Company has recently intensified its production of the Crown-O-Fruit Ice Cream Cake, which consists mainly of vanilla ice cream and fruit topping. To support sales of this product, the company has placed appropriate point-of-sale materials in retail outlets. The product and a typical advertising easel are pictured at the left. A representative group of Golden Crest products, ranging from the standard packaged line to novelties such as tarts, cake rolls, ice cream-on-a-stick, and cups is shown below.

NEW HAVEN FIRM GOES MODERN



PREPARING for its fourth season, the Golden Crest Farm Ice Cream Company of New Haven, Connecticut has recorded remarkable progress since the time when the firm's annual production of ice cream was 75,000 gallons. Constant improvements in manufacturing operations and equipment and continuous expansion of production facilities, plus aggressive merchandising and sales techniques are largely responsible for the organization's consistent gallonage gains. In 1950, Golden Crest brought its production figure to the 250,000 gallon mark for the twelve-month period.

To study this progressive operation, ICE CREAM FIELD last month dispatched a reporter and photographer to the New Haven plant. Inspection of the manufactory made clear why the Antollino family, owners of the firm, are able to look back upon 1950 as a year of profits, while other manufacturers throughout the country consult their ledger books and come away perplexed and saddened.

During a tour of the production room, the latest and most modern developments in machinery and equipment

were observed. New models of the Creamery Package "150" freezer, CP cylinder compressor, Anderson Bros. and Bagby filling machines, Ice Cream Novelties apparatus, Vaden novelty tank, Empire Biscuits "extruder" sandwich making equipment, and the Newly Weds cake roll units were seen.

Another recent installation which indicates the Antollinos' willingness to experiment with interesting products consists of the equipment and supplies necessary to the manufacture of the Crown-O-Fruit Ice Cream Cake. This product was originally introduced at the S. Gumpert Company booth at the 1950 Dairy Industries Exposition in Atlantic City. During their visit to Convention Hall, the Antollinos were captivated by the attractive novelty, and it wasn't long before Golden Crest Farm Ice Cream Company became one of the first manufacturers in the country to order the materials essential to its manufacture.

The efficient process by which the Crown-O-Fruit Ice Cream Cake is turned out proved to be unusually absorbing, as is demonstrated in the accompanying photographs.

First step in the procedure is the assembling of the boxes (doilies placed inside) in which the cakes are ultimately packaged. Setting up in advance, in this manner, usually saves time later, according to Russell D'Agostino, who handles production matters for the firm.

The circular molds are then stacked near the freezer. Parchment liners are placed in the center of the molds. The ice cream is drawn directly from the freezer into the molds. The filled molds are leveled and placed in the hardening room. It usually requires about one half-hour for the ice cream to harden. By the time the "run" of ice cream cakes is completed, the first batch placed in the hardening room is ready for processing.

The filled molds are brought out of the hardening room and are dipped in hot water to break the surrounding frost. The ice cream drops out on the assembly table, with the parchment inserted originally on the bottom of the metal mold now on top of the ice cream, and so located as to occupy the entire recess in the hardened block of ice cream. The crunch is then applied to the outer edge of the ice cream, after which the parchment is removed from the top of the ice cream.

The final step in the process is the addition of the fruit topping, which is usually applied with a spatula, scoop, or ladle or other instrument. A variety of five flavors is currently available, including strawberry, cherry, pineapple, raspberry, and chocolate fudge. The ice cream cakes, packaged in individual boxes, are then transported to the hardening room for storage until they are delivered to Golden Crest retail outlets.

The finished product contains thirty-two ounces of vanilla ice cream, and usually retails for eighty-nine cents. Golden Crest has been distributing the Crown-O-Fruit Ice Cream Cake to many of its more than 400 dealers, and reports that reaction on the part of consumers and store owners is "exceedingly favorable."

A complete point-of-sale advertising campaign is used by the Golden Crest organization to stimulate sales of the ice cream cake. Streamers for backbars, window displays, and easels (see accompanying illustration) have been placed strategically.

TWO IMPORTANT steps in the production of the Crown-O-Fruit Ice Cream Cake are illustrated at the right. In the top photo, one plant worker fills the mold directly from the freezer, while the other levels a previously-filled mold. After this operation, the molds are taken to the hardening room for about a half-hour. Later, the molds are brought to the assembly table (bottom photo), where they are dipped into hot water to free the ice cream. Application of the crunch and the fruit topping follows. The cakes are then packaged and removed to the hardening room, to be stored until shipped.

Many other ice cream products are produced in the New Haven plant, in a wide range of types. The great variety may be attributed to the similar variety in retail outlets supplied by Golden Crest, including confectionery stores, drug stores, ice cream parlors, super markets, vending operators and others.

The packaged line is sold in three styles—one, a low-priced product for sale at twenty-five cents per pint in super markets and grocery stores; two, a richer French ice cream; and finally, the Continental Can Party Roll pint package, consisting of three concentric circles of differently-flavored ice cream. The low-priced and French pints are packaged in containers provided by the Marathon Corporation.

Sealright Company manufactured the half-pint packages for Golden Crest and the American Paper Goods Company supplied the small cups. For its bulk ice cream, the firm

(Continued on page 84)



Dairy Supplies

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13W Washington St., No.
Capitol 7-7001-3-2-4

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Cleveland 7518

CHICAGO 7, ILL.
1043 W. Washington Blvd.
Haymarket 1-4222

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Rancho 5417

DENVER 2, COLO.
1011 Larimer St.
Main 5361-2

HOUSTON 2, TEXAS
1116 Rags
Capitol 2264

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Victor 6204-6

LOS ANGELES 22, CAL.
2902 E. 11th St.
Argyle 19151

MINNEAPOLIS 12, MINN.
219 Nicollet St., N.
Main 6396

NASHVILLE 10, TENN.
68 Franklin St.
5-0342

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Chrysler 4-2317

OMAHA 8, NEBRASKA
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Jackson 2205

PHILADELPHIA 32, PA.
2715 N. Broad St.
Ridgeway 5-7575

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33 N. W. Front Ave.
McMinnville 2-0234

ST. LOUIS 3, MO.
6021 Laclede St.
Westward 6841

SALT LAKE CITY 1, UTAH
202 W. Broadway
4-8665

SAN FRANCISCO 3, CAL.
1251 Howard St.
Hinckley 1-3342

Dairy Supplies

KEEP FOR READY REFERENCE

This directory has been published by CP—The Creamery Package Mfg. Company—as a partial list of the dairy supplies available from CP. It is suggested that you clip and file it as a quick buying reference. Order direct from your nearest CP Representative as listed here.

Write for
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Supply Catalog

Creamery (cont.)

Cakes, Butter
Cultivars, Butter
Ladles, Butter
Molds, Butter
Neutralizer, Cream
Printers, Butter
Trays, Butter

CHEESEMAKERS' Supplies and Accessories

Agitators, Cheese Forking
Bandages, Cheese
Color, Cheese
Cutters, Cheese
Followers, Cheese Hoop
Forks, Cord
Hoops, Cheese
Knives, Cheese Curd and Cheese
Molds, Cheese
Pails, Cord
Press, Cheese
Rennet, Cheese
Scoops, Cord
Trays, Cheese

CLEANING SUPPLIES and ACCESSORIES

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Aprons
Boots, Rubber
Brooms
Brushes
Cleaners and Cleaners
Detergents
Disinfectants
Heat—Steam, Water and
Creamery
Insecticides
Laborers, Aluminum Step
Pants
Shoes, Wash
Soap
Springs, Metal
Spray, Fly
Sprayers, Funeral
Syrup Jars, Sanitary
Sterilizers and Cleaners
Tables, Workup

CREAMERY Supplies and Accessories

Bosses, Corrugated, Butter
Cartons, Butter
Burners and Butterworkers
(cont. next column)

Branch Offices (cont.)

SEATTLE 4, WASH.
1000 Columbia St., Ave.
Elgin 5482-3

TOLEDO 2, OHIO
500 Broadway
Adams 2181

TORONTO 2, ONT., CANADA
267 King St. West.
Adelaide 1239

WATERLOO, IOWA
406 Sycamore St.
Waterloo 4461

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Bags, Filter
Books, Records, etc.
Bottles, Milk
Cans, Cream and Milk
Cappers, Hand Bottles
Caps, Bottle and Jar
Carriers, Bottles
Cases, Bottles
Casters
Clothing, Dairyman's
Containers, Paper
Conveyors, Tube
Diapers, Milk
Dolies, Case
Filters and Caps
Filters, Milk
Fittings, Sanitary
Flooring, Emery Aggregate
Jars, Cheese
Pails, Milk
Pipe, Sanitary
Pumps
Scales
Stationery Forms
Strainers
Trucks
Tubing, Sanitary
Valves
Vitamin-D Concentrate
Weigh Cans

ICE CREAM PLANT Supplies and Accessories

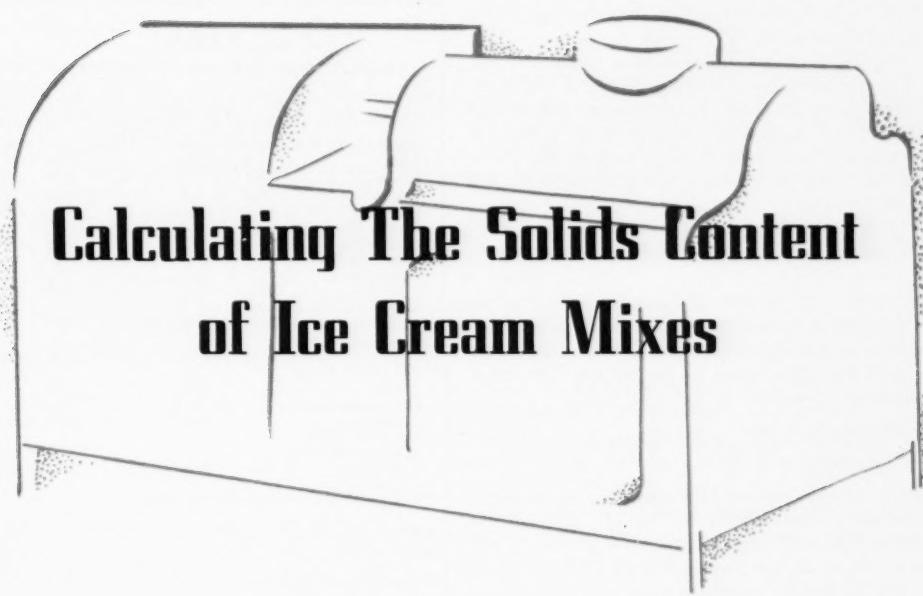
Cartons, Ice Cream
Color, Ice Cream
Dishers, Ice Cream
Emulsifiers, Fl-O-Muls
Emulsions, Water Ice
Filters, Ice Cream Cups, Molds
Flavors, Ice Cream
Frozelite, Flavor
Fruits, Ice Cream
Jackets, Ice Cream Can
Knives, Ice Cream Brisk
Liners, Ice Cream Can
Molds, Ice Cream
Overrun Scales
Overrun Testers
Pails, Ice Cream
Saw, Dry Ice
Stabilizers, Sher-Val

LABORATORY SUPPLIES and Accessories

Aridimeter, Automatic
Anid, Solpheric
Babcock Test Accessories
Babcock Testers
Baskets, Test Bottles
Bottles, Test
Blanks, Test
Bottles, Test
Bottles, Acid
Glassware, Test
Graduates, Glass
Jars, Test
Lactometers
Measures, Acid
Microscope, Dairy
Racks, Test Bottles
Samplers, Milk and Cream
Sediment Testers and Test Cells

REFRIGERATION Supplies and Accessories

Accumulators, Ammonia
Ammonia, Anhydrous
Coils, Ammonia and Brine
Compressors
Condensers
Cools, Milk and Cream
Fittings, Ammonia
Gaskets, Ammonia
Gauges
Hydrometers
Insulation
Revolvers
Regulators, Temperature and
Pressure
Thermometers



Calculating The Solids Content of Ice Cream Mixes

DURING the past year, numerous inquiries have been received by our dairy department concerning the calculation of the solids content of ice cream mixes. These letters point out the fact that many plants are using a standard mix formula which, in most cases, produces a well balanced mix. However, these inquiries prove that numerous manufacturers do not wish to follow a formula "blindly" without knowing what the composition of their mix might be.

Evaluation of mix formulae may be obtained from the numerous dairy departments in colleges throughout the United States or from control laboratories offering this service. At its best this procedure requires considerable time and fails to provide a close understanding of the technique involved. Therefore, it is the purpose of this paper to present a simplified procedure that may be followed by persons interested in evaluating their ice cream formulae.

Before a method of calculating the solids content can be given, a certain amount of introductory information must be advanced. Ice cream contains four basic constituents: butterfat, milk solids-not-fat, sugar, and stabilizer. We know that such products as cream, whole milk, butter and condensed or dry milk are likely sources of butterfat in ice cream. Also, we are certain that excellent sources of milk solids-not-fat would be condensed whole milk or skim milk, dry whole milk or skim milk, and fresh skim milk. It must be remembered that ingredients such as cream when used to supply butterfat in the mix also supply a minor portion of the milk solids-not-fat; thus it is important to know the exact composition of each ingredient. The tests of these ingredients may be obtained by a laboratory analysis of the individual products being incorporated in the mix or for very general purposes, approximate tests may be obtained from Table I.

Since mix formulae are given many times in terms of volume, these figures must be converted to a weight basis by multiplying the gallons of the product by its unit weight. An example of this appears in the following formula:

BY PROFESSOR JOSEPH A. MEISER, JR.

*Michigan State College
East Lansing, Michigan*

Volume	Ingredient	Lbs. per. gal.	Weight
3-1/4 gal. of 40% cream	×	8.3	= 26.9#
4 gal. of 4% milk	×	8.6	= 34.4#
2-1/2 gal. of 27% condensed skim	×	9.2	= 23.0#
15.4 pounds of cane sugar			= 15.4#
0.3 pounds of stabilizer			= 0.3#
Total Weight			100.00#

When the amounts of all the ingredients used are expressed

in pounds, we are ready to calculate the percentage of the various mix constituents.

The first calculation to be undertaken is the determination of the total pounds of butterfat present in each ingredient. To do this, the weight of each product is multiplied by the butterfat test and divided by 100 to express the results in pounds. In the case of cream using the above rule, we would find that 26.9 pounds of cream supplied 10.76 pounds of butterfat.

$$\frac{26.9 \# \text{ cream} \times 40}{100} = 10.76 \# \text{ butter fat}$$

Since cream supplies milk solids-not-fat as well as fat to the ice cream mix, the above rule is again used with the exception of substituting the per cent of milk solids-not-fat in our multiplication in place of the fat test. The calculation appears as follows:

$$\frac{26.9 \# \text{ cream} \times 5.4}{100} = 1.45 \# \text{ of milk solids-not-fat}$$

After this simple rule has been applied to all the ingredients, we may obtain the mix percentage of any constituent by dividing the total weight of that constituent by the weight of the mix and multiplying by 100, the latter figure being used to convert pounds to percent. The mix percentage of the first constituent, butterfat, would then be:

$$\begin{aligned} \frac{26.9 \# \text{ cream} \times 40}{100} &= 10.76 \# \text{ butterfat in the} \\ \frac{34.4 \# \text{ milk} \times 4}{100} &= 1.37 \# \text{ butterfat in the} \\ \text{Total of } \frac{12.13 \# \text{ butterfat}}{100 \# \text{ mix}} &= 12.13\% \text{ butterfat} \end{aligned}$$

Calculation of the percent milk solids-not-fat present in the mix would follow the same rule.

$$\begin{aligned} \frac{26.9 \# \text{ cream} \times 5.4}{100} &= 1.45 \# \text{ m.s.n.f. in the} \\ \frac{34.4 \# \text{ milk} \times 8.6}{100} &= 2.95 \# \text{ m.s.n.f. in the} \\ \frac{23.0 \# \text{ condensed} \times 27.0}{100} &= 6.21 \# \text{ m.s.n.f. in the} \\ \text{Total of } \frac{10.61 \# \text{ m.s.n.f.}}{100} &= 10.61\% \text{ m.s.n.f.} \end{aligned}$$

Calculation of the sugar and stabilizer content of the mix involves nothing more than expressing the pounds of each used in percent of the total mix.

$$\begin{aligned} \frac{15.4 \# \text{ sugar}}{100 \# \text{ mix}} \times 100 &= 15.4 \% \text{ sugar} \\ \frac{0.3 \# \text{ stabilizer}}{100 \# \text{ mix}} \times 100 &= 0.3 \% \text{ stabilizer} \end{aligned}$$

The total solids content of the mix could then be obtained by the addition of the previous calculations.

$$\begin{aligned} 12.13\% \text{ butterfat} \\ 10.61\% \text{ milk solids-not-fat} \\ 15.40\% \text{ sugar} \\ 0.30\% \text{ stabilizer} \\ \hline 38.44\% \text{ total solids in the mix} \end{aligned}$$

TABLE I
AVERAGE COMPOSITION OF MIX INGREDIENTS

	% Milk Solids % . Fat	% Not Fat	% Sugar	% Total Solids	Weight Per Gallon
Milk	3.5	8.7	—	12.2	8.6
Milk	4.0	8.6	—	12.6	8.6
Cream	18.0	7.4	—	25.4	8.5
Cream	30.0	6.3	—	36.3	8.4
Cream	40.0	5.4	—	45.4	8.3
Butter, Unsalted	84.0	1.0	—	85.0	—
Skim Milk	—	9.0	—	9.0	8.7
Skim Milk Powder	—	97.0	—	97.0	—
Whole Milk Powder	26.0	72.0	—	98.0	—
Condensed Whole Milk	8.0	20.0	—	28.0	8.9
Condensed Whole Milk	10.0	23.0	—	33.0	9.1
Condensed Skim Milk	—	27.0	—	27.0	9.2
Condensed Skim Milk	—	32.0	—	32.0	9.4
Sweetened Con- densed Whole Milk	8.0	20.0	42.0	70.0	10.6
Sweetened Con- densed Skim Milk	—	27.0	42.0	69.0	11.2
Water	—	—	—	—	8.4
Cane or Beet Sugar	—	—	100.0	100.0	—
Corn Sugar	—	—	92.0	92.0	—
Corn Syrup	—	—	82.0	82.0	12.00
Dried Egg Yolk	58.0	—	—	98.0	—

Many times a more complex formula may be used yet the method of calculation remains the same. For instance:

Volume & Ingredients	Lbs./gal.	Weight
15 gal. 40% cream	8.3	124.5 #
10 gal. 18% cream	8.5	85.0 #
30 # unsalted butter	—	30.0 #
35 gal. 3.5% milk	8.6	301.0 #
50 # whole milk powder	—	50.0 #
10 gal. condensed whole milk	8.9	89.0 #
4 1/2 gal. sweetened condensed skim milk	—	11.2
5 3/4 gal. skim milk	8.7	50.4 #
120 # cane sugar	—	120.0 #
15 # corn sugar	—	13.0 #
3 # stabilizer	—	3.0 #
10 gal. water	8.4	84.0 #
		1000.0 #

To calculate the total pounds of butterfat present in this formula involves essentially the same procedure as in the previous example. The only difference is that several more butterfat containing products are used.

124.5 # cream	× 40	= 49.8 # butterfat in 40% cream
85.0 # cream	× 18	= 15.3 # butterfat in 18% cream
30. # butter	× 84	= 25.2 # butterfat in butter
301 # milk	× 3.5	= 10.5 # butterfat in 3.5% milk
50.0 # w.m. powder	× 26	= 13.0 # butterfat in whole milk powder
89.0 # cond. whole	× 8	= 7.1 # butterfat in condensed whole milk
		120.9 # butterfat in the mix

Converting this to percentage:

$$\frac{120.9 \text{ # butterfat}}{100} \times 100 = 12.09\% \text{ butterfat}$$

We also know that the above ingredients contain milk solids-not-fat; thus, to find the pounds that each constituent supplies, we simply multiply the pounds of the ingredient by its percentage of milk solids-not-fat and divide by 100 to get pounds.

$\frac{124.5 \text{ # cream}}{100}$	$\times 5.4 = 6.7 \text{ # m.s.n.f. in the 40\% cream}$
$\frac{85.0 \text{ # cream}}{100}$	$\times 7.4 = 6.3 \text{ # m.s.n.f. in the 18\% cream}$
$\frac{30.0 \text{ # butter}}{100}$	$\times 1.0 = 0.3 \text{ # m.s.n.f. in the butter}$
$\frac{301.0 \text{ # milk}}{100}$	$\times 8.7 = 26.2 \text{ # m.s.n.f. in 3.5\% milk}$
$\frac{50.0 \text{ # w.m. powder}}{100}$	$\times 72 = 36.0 \text{ # m.s.n.f. in whole milk powder}$
$\frac{89.0 \text{ # cond. whole}}{100}$	$\times 20 = 17.8 \text{ # m.s.n.f. in condensed whole milk}$
Total of 93.3 # m.s.n.f.	

The above constitutes the milk solids-not-fat coming from the products that supply the butterfat portion of the mix. The following ingredients would then supply the remainder of the milk solids-not-fat.

$$\frac{50.4 \text{ # sweet. cond.}}{100} \times 27.0 = 13.6 \text{ # m.s.n.f. in sweetened condensed skim milk}$$

$$\frac{50.1 \text{ # skim milk}}{100} \times 9.0 = 4.5 \text{ # m.s.n.f. in skim milk}$$

$$\text{Total of } 18.1 \text{ # m.s.n.f. in the mix}$$

Addition of the milk solids-not-fat from the two sources provides a total of $93.3 \text{ #} + 18.1 \text{ #} = 111.4 \text{ # m.s.n.f.}$. This total divided by the pounds of mix, 1000 pounds, and multiplied by 100 shows the mix contains 11.14 percent of milk solids-not-fat.

Calculation of the sugar content differs slightly from the previous formula in that the sweetened condensed skim milk provides 21.2 pounds of sugar. This was obtained as follows:

$$\frac{50.4 \text{ # sweet. cond.}}{100} \times 42.0 = 21.2 \text{ # sugar}$$

Since 120 pounds of cane sugar and 13 pounds of corn sugar were used, the combined sugar content of the mix would be 154.2 pounds. This figure, multiplied by 100 and divided by the weight of the mix, yields a sugar percentage of 15.42.

Since we know the actual percentage of each ingredient, all that remains in calculating the total solids content of the mix is simple addition.

12.09% butterfat
11.14% milk solids-not-fat
15.42% sugar
0.30% stabilizer
38.95% total solids



WIRE AT ONCE FOR DETAILS!

ICE CREAM TART

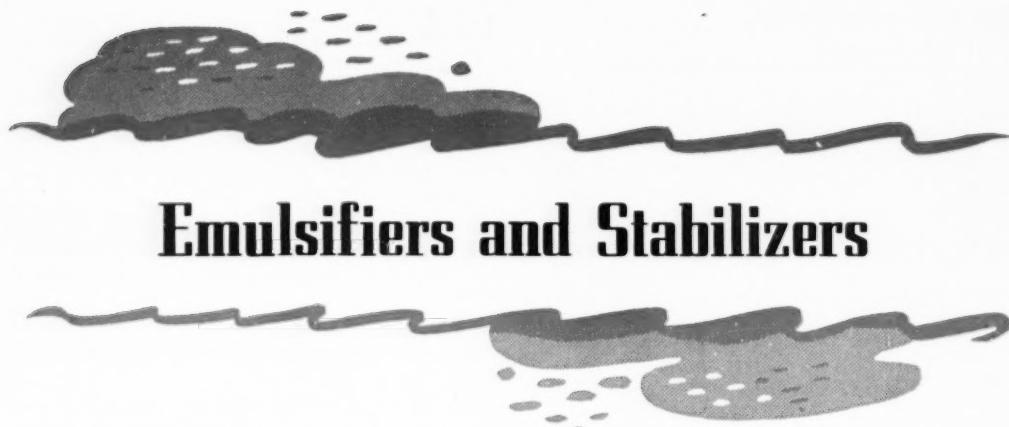


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Emulsifiers and Stabilizers

THE policy of the ice cream industry with respect to emulsifiers and stabilizers was enunciated last month in the appearance of members of the International Association of Ice Cream Manufacturers before the Select Committee of the House of Representatives investigating the use of chemicals in food products. The committee, chairmanned by James J. Delaney (New York), is better known as the "Delaney Committee."

The International appeared December 8 upon invitation of the Committee, which has held hearings in Washington. Testimony was also taken at the hearings in Chicago. Representatives of food industries using emulsifiers, fungicides and pesticides, have appeared as witnesses.

"This statement," declared Robert C. Hibben, Executive Secretary of the association of ice cream manufacturers, "presents to the investigating committee the official policies of the International in the matter of emulsifiers and stabilizers. The position of the IAICM was set down in a resolution passed by the Board of Directors at its annual meeting in Atlantic City on October 18, 1950, and its text appears in the International's statement.

"It also gives the story of our preparation for the forthcoming hearing before the Food and Drug Administration," he continued. The standards hearing was scheduled to begin on January 8, 1951.

"In working with the Food Protection Committee of the National Research Council," Mr. Hibben continued, "we are asking a quasi-official agency, composed of eminent scientists, to help us evaluate all of the research that has been done and make recommendations to the Food and Drug Administration later in the hearing."

The International's statement, issued during the Delaney Committee's hearings, was as follows:

1. Statement of Interest

This statement is submitted by the International Association of Ice Cream Manufacturers of Washington, D. C., with a membership operating over 2,200 ice cream plants.

Our members in the 48 states and the District of Columbia manufacture about 87 per cent of all ice cream sold at wholesale and 80 per cent of all ice cream manufactured in the United States.

2. The Ice Cream Industry

The stature of the ice cream industry has been increasing in the last decade. Previously ice cream was thought of as a confection, or more widely as a delicious dessert. The ice cream industry is now, however, recognized as a great food industry. Its position was obtained through disclosures made by basic research which indicated that the nutritional value of ice cream is much greater than the industry had modestly claimed, and it is now classed in the Basic 7 group by the Interagency Council on Nutrition of the Federal Government.

Essentially ice cream is a dairy food, since it is composed of about 80 per cent to 85 per cent cream and milk solids, about 15 per cent sweeteners, and varying amounts of flavoring.

3. Consumer Acceptance

In the past fifty years the production of ice cream has increased over 100 times. We realize that such consumer acceptance has been won and, if the industry is to continue its healthy growth, must be constantly supported by the high quality of its products. The ice cream manufacturers are aware that quality is the keystone of their sales and know that not only must they secure the very finest and most healthful of ingredients for the manufacture of ice cream, but that they must keep pace with technological advances in machinery, equipment, and other supplies. In view of our quality consciousness we recognize the value of the studies of this Committee.

This hearing, as we understand it, has for one of its purposes the development of facts concerning the use of emulsifiers and stabilizers in the manufacture of food

products. We believe the Committee will be interested in the following explanation of what emulsifiers are, as contained in the publication, "Stabilizers and Emulsifiers in Ice Cream" prepared by F. E. Potter and D. H. Williams, Division of Dairy Products Research Laboratories, Agricultural Research Administration, Bureau of Dairy Industry, U. S. Department of Agriculture:

4. What Emulsifiers Are

"Most of the emulsifiers commercially available, either alone or in combination with stabilizers, are compounds known chemically as 'esters.' They are combinations of long-chain fatty acids, such as stearic, palmitic, or oleic, with one of the higher alcohols, such as glycerol or sorbitol. These esters differ from fats in that not all of the possible alcohol linkages are taken up by the fatty acids. Therefore, a compound is produced which has affinity for both fat and water, a property that promotes or improves an emulsion.

"A natural emulsifier is present in milk in the form of lecithin, which is associated with milk fat.

"Emulsifiers can be classified in three general groups, as follows: (1) A mixture of monoglycerides and diglycerides; (2) esters of fatty acids and sorbitol, or other higher alcohols; and (3) polyoxyalkylene derivatives of group 2."

5. Function of Emulsifiers

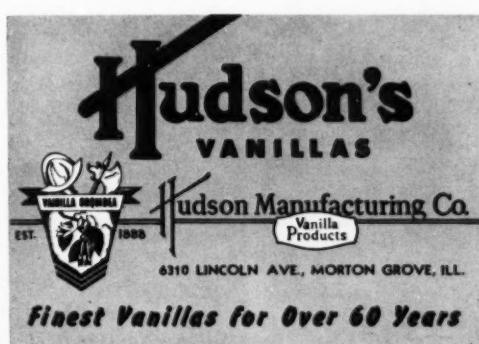
The function of emulsifiers in ice cream is given by these authorities in the following terms:

"An emulsifier promotes dispersion and aids in keeping the ingredients of the ice-cream mix finely divided. It is difficult to determine exactly how the emulsifiers act in the mix because of the overlapping functions of these products and of stabilizers. The present theory of the action of emulsifiers is based on their ability to reduce surface tension. They are believed to orient themselves at the fat-water interface in the mix, thus reducing the interfacial tension and retarding the clumping of the fat globules. It is believed also that with the orientation of the emulsifiers at the fat surface and their affinity for water, a certain amount of water is combined with the emulsifier, thereby reducing the free water in the mix. Emulsifiers do not replace the stabilizers in the mix. They provide supplementary action which produces a drier appearing ice cream as it emerges from the freezer and a finished product that possesses a smoother body and texture."

6. Industry Policy

The Board of Directors of the International Association of Ice Cream Manufacturers, at its regular annual meeting in Atlantic City, New Jersey, on October 18, 1950, adopt-

(Continued on page 85)



Our New Plant is now located at 6310 Lincoln Ave., Morton Grove, Ill.



Lowney Means Quality In Canada

ONE of the most interesting developments in the recent history of the Canadian ice cream industry has been the establishment of an ice cream division by the Water M. Lowney Company, Ltd., for more than fifty years a famous producer of fine candies and chocolates.

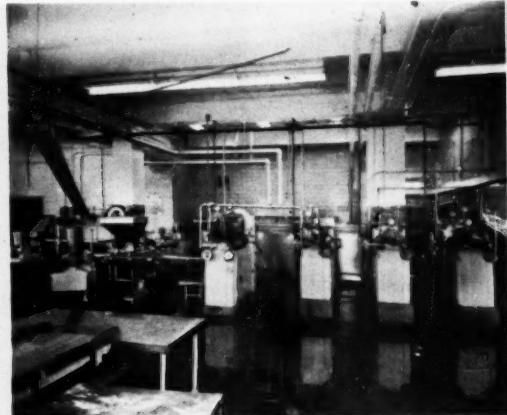
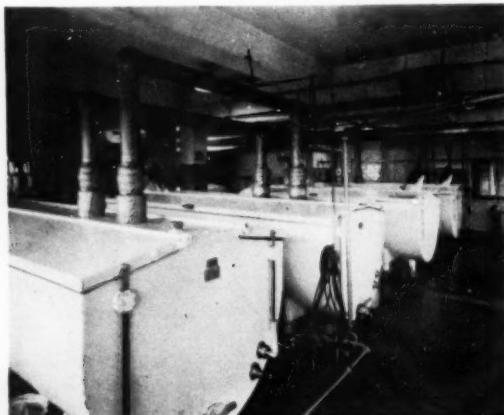
The organization began marketing its ice cream in April of 1949, distributing within a radius of 200 miles of the plant at 10320 Lajeunesse Street, Montreal, Canada. So enthusiastic was the response that the company has undergone extensive expansion in the last two years, and anticipates even greater expansion in the future.

"To give the public what they wanted, when they wanted

it, and at a price that they could pay," is the guiding philosophy of the firm, according to J. C. Hewitt, manager of the ice cream operation.

With this policy in mind, the company has been producing a superior quality ice cream, featuring a high butterfat content, though commensurate with public taste. Reaction on the part of both dealers and consumers has been favorable, Mr. Hewitt stated.

Two views of the interior of the ice cream plant are reproduced below. The exterior of the modern building, along with the Lowney fleet of refrigerated trucks, are seen in the picture at the top of this page.



IAICM Analyzes Use of Cabinets

AN analysis of the manner in which open-top type display ice cream cabinets are used, including the sizes of cabinets preferred, and preferences of glass-front ice cream cabinets has just been published by the Department of Statistics and Accounting of the International Association of Ice Cream Manufacturers.

The report, based on the Department's twenty-sixth special survey, has been hailed by Robert C. Hibben, the International's Executive Secretary, as "an example of co-operation between two industries."

Mr. Hibben pointed out that ice cream manufacturers will be able to learn from this bulletin what other ice cream manufacturers think of open-top display type and glass-front ice cream cabinets, and their preferences concerning these two types of merchandising cabinets. He added that the manufacturers of ice cream cabinets can determine from this survey the preferences of ice cream manufacturers and thus be better able to serve the ice cream industry.

625 Companies Report

Conclusions in the survey were based upon reports received and summarized from 625 ice cream companies with annual sales of 141,061,875 gallons. The statistics excerpted below are based on the number of companies rather than on the amount of gallonage sold.

The question was asked, "Do you feel that open top merchandising cabinets with illuminated super structures increase ice cream sales?" Only one ice cream manufacturer in twenty-five offered a negative response. More than ninety-four per cent of the responses indicated an affirmative answer.

Of the group that thought these type of cabinets served to stimulate sales, more than sixty per cent expressed a preference for only one size cabinet, while close to forty per cent expressed a preference for more than one cabinet size. Eighty-six per cent of those reporting preferred three sizes only. Cabinets with eight, ten, and twelve cubic feet capacity were most frequently mentioned, though not necessarily in that order.

How They Are Used

About twice as many ice cream manufacturers use the open type merchandising cabinets for display only with supplemental storage as those who use the open type cabinet for both display and storage. The ratio in this instance is roughly two to one.

More than three times as many ice cream manufacturers state they would prefer a satisfactory glass front cabinet

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LIKE VANILLA
ICE CREAM
FLAVORED WITH
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Write for Cost Comparison Chart

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A HELPING HAND

Philadelphia Dairy Products Corporation gave ample indication recently as to why its headquarters' city is referred to as "The City of Brotherly Love." During the recent hurricane-like storms which swept over the East and other parts of the nation, many of the company's ice cream dealers reported that their electric power had been cut off and that, as a result, ice cream was wasting away in the cabinets. So the ice cream company responded by dispatching a supply of dry ice to each of fifty to sixty dealers in the Philadelphia area, thereby saving countless gallons of vanilla, chocolate and strawberry—not to mention other flavors.

Philadelphia Dairy Products maintained this service for three days until electric power was restored.

at a reasonable price as those who state they prefer the open type cabinet. Expressed in another way, about three-fourths of the ice cream manufacturers prefer a glass front cabinet at a reasonable price and about one-fourth do not prefer the glass front cabinet.

As to the popularity of the respective sizes of the cabinets, in both the open-top type cabinet and in the case of the glass front cabinet, the eight cubic foot cabinet was first choice. In the case of the open type cabinet, thirty-six per cent voted for the eight cubic foot cabinet, while this size in the glass front cabinets drew twenty-seven per cent of the votes.

The twelve cubic foot cabinet was second choice in the open type cabinet class and third choice in the glass front cabinet class. The ten cubic foot cabinet was third choice in the open type cabinet class and second choice in the glass front cabinet class. The six cubic foot cabinet was fourth in both classes and the five cubic cabinet was fifth in both classes.

Illuminated Pictures

In another phase of the survey, the question was asked, "Do you prefer illuminated ice cream pictures for merchandising purposes to mirrors showing the actual product?" Almost five times as many ice cream manufacturers prefer the illuminated ice cream pictures.

O'Neal M. Johnson, Manager of the Department of Statistics and Accounting, noted that the gallonage statistics requested to show the size and coverage of this survey were for the year January 1 through December 31, 1949. He pointed out, however, that the survey itself was mailed early in the summer of 1950, and the opinions given "undoubtedly are for a date at or near June 30, 1950."

Mr. Johnson noted that "it should be remembered that the questions concerning the manner in which the open-top type merchandising cabinets are used are the only questions of fact reported upon in this survey. The other questions reported upon are questions of opinion or questions of preference rather than actual statistical tabulations of fact," he concluded.

Your Infantry

from page 46

know that to grow into sound, useful adults they must be taught to eat plenty of meat and vegetables. Sometimes it was a tough job, but we did it. The retailer must be fed "meat and vegetables." SOUND, PROFITABLE MERCHANDISING IDEAS, if he is to grow into a strong producer of volume and profits for himself and for you.

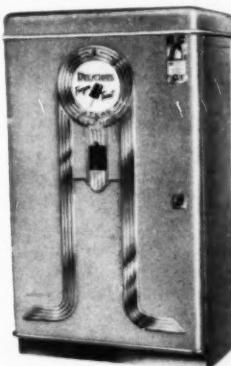
As I have said before and will repeat again, every package and every item that you manufacture has its place in a fight for a higher total gallonage. Not one of them can be neglected and survive. Every one of them must receive every ounce of stimulating effort that can be exerted upon them. New package programs must be developed as well as new bulk programs. However, be sure that you do not "rob Peter to pay Paul."

Let's see what happens when "we permit" the retailer to stop hand-packing pints and quarts and sell only factory-packed containers.

When he was selling only BULK, you sold him 28.5 quarts of bulk ice cream every time he sold 20 quarts of hand-packed ice cream (the average retailer packs 14 quarts out of 20 quarts of bulk).

This same retailer, selling pre-packed quarts sells twenty for twenty, automatically cutting your volume 30 per cent. The retailer also takes a loss, because his gross profit of

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The ONLY Merchandiser With ALL the Practical Features That Mean Maximum Sales with Minimum Investment

- No Additional Packaging!
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- Slug Rejector and Coin Changer at No Extra Cost!
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DAIRIES! The ColSnac gives you an opportunity to open up a vast new market that can be easily handled with your present facilities! A profitable outlet for increased volume!

Insist on Clinton's (Dextrose)

For Controlled Quality Ice Cream

- Commercial use has proven CLINTOSE (dextrose) far superior in producing quality ice cream, sherbets and ices. CLINTOSE enhances flavor, eliminates "sandiness," and gives your product that velvety smooth, good eating quality.

CLINTON

CLINTON FOODS INC., CLINTON, IOWA

32 to 33 per cent on bulk ice cream shrinks to an average of 25 per cent on package ice cream.

When the retailer gives up bulk, he also gives up a valuable ice cream cone business. The average retailer sells over fourteen thousand cones and cone cups a year, a terrific builder of store traffic as well as profits for him, and approximately four hundred and fifty gallons of bulk ice cream for you.

When the retailer becomes interested in selling bulk ice cream in one form or another he soon becomes interested in selling bulk in any form he can dream up and use as a sales stimulator. The ways in which he can offer it to the public is limited to one appeal, CARRY-OUT sales. Two heads are better than one on any job. Each new way he is able to offer ice cream to the public builds his profits and your total gallonage.

Let's re-arm our infantry—give it *new, fresh, profit-making ideas*. Let's show the retailer how to profitably merchandise BULK ice cream. Give him the "KNOW-HOW and the DO-HOW."

Every day in every territory there is a retailer who is doing an outstanding job, because you gave him the HOW TWINS, "KNOW-AND-DO." He knows that it can be done—you know that it can be done. The thing to do now is "GET MORE PEOPLE DOING IT."

BUILD YOUR INFANTRY—DON'T SCRAPP IT. BUILD YOUR INFANTRY AND YOU BUILD TOTAL GALLONAGE.

"The Autopsy"

from page 34

Dr. Raymond: That's just it Professor. He only followed it until 1940. From 1941 to 1947 I saw very little of Jones Luncheonette. You will recall that business climate was particularly healthy in those days. They were war years, and most people on the home front were making lots of money and spending it as fast as they made it. Prices were high—profits were big. The seller said to the buyer "Take it or leave it." Business was dollar-happy and contented.

Prof. Blunt: Isn't it true, when one enjoys health—all is well, but 6 years is a long time to go with no check-up—business or otherwise.

Dr. Raymond: Then in the latter part of '47 the average bankroll started to shrink, but I was not *too* concerned about Jones until the middle of 1949 when I saw *definite* signs of his failing—he commenced to complain.

Prof. Blunt: Complaining—what a warning signal!

Prof. Blunt: Students, recently I saw an article in a medical journal. It emphasized three important warnings and what to do. With Appendicitis the warning is a pain in the abdomen. The steps to take are:

1. Take no Laxative.
2. See a doctor at once.
3. Follow his advice immediately.

When this is done 199 out of 200 get well. When this is not done—one out of 7 may die. Gentlemen, no truer words were ever spoken.

Let me just change these words a bit so that they read: "First warning of a dying dealer—Gripes, grumbles and gimmees. The steps to take here are:

1. Don't pass it off—don't ignore it.
2. Investigate—advise—prescribe.
3. Follow-up.

When this is done 199 out of 200 will live. When this is not done—1 out of 7 may die . . . Proceed Dr. Raymond.

Dr. Raymond: Well, as I was saying, I was not too concerned about Jones until 1949. Then there were *definite* signs of his failing. His cash register had slowed down to an occasional tinkle and I thought it advisable to make a thorough check. I was so alarmed that I consulted with a specialist on stimulating trade, since stimulating trade is to the cash register, what digitalis is to the heart.

Prof. Blunt: Yes, the heart is dependent on blood circulation and the cash register is dependent on dollar circulation.

Dr. Fitch: If I may break in here, Professor, I recall this case. In fact, we all do, but for the benefit of the students let me repeat—blood is the fluid which circulates through the arteries and veins of the body, and sales are the cash which flows into business through the exchange of merchandise. Good and profitable sales are to business what strong and healthy blood is to the body. This case before us definitely shows symptoms that a very unhealthy blood condition existed.

Jones was always paying for his ice cream on the next delivery, he was always looking for some credit help—he passed a number of checks that were N.S.F.—Not So Funny. These symptoms always indicate poor circulation, the heart or cash register too weak to pump a day-to-day supply of blood or cash.

I think this confirms what you have told us Professor—that sufficient intake is necessary to take care of required output, and without it business output, like life, is shortened and ultimately destroyed. Such disease is known as anemia, which is lack of blood or cash. It ends in bankruptcy, and the only one I ever heard of who found it profitable to be busted—is Mae West.

Poor sales also creates anemia and depresses the circulation of cash. If this condition persists, a blood transfusion in the form of additional capital is necessary to keep the business or patient alive, thus giving the patient or business an opportunity to gain strength so he may follow a prescribed treatment.

Prof. Blunt: Quite true—but I must emphasize the fact that transfusions in business are the same as transfusions



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Genuine **Whitehouse CHERRY**
"THE TESTED AND PROVEN FLAVOR"
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in humans—they are merely a stop-gap given to keep the patient or business alive—giving the administrative cures a chance to function. Nurse, let me have those last analyses recently made—I want to show them to the students, and also explain just what can happen from a transfusion.

Miss Diamond: (*Brings in 3 tubes*)

Prof. Blunt: Thank you. Now students, here we have a tube with especially low blood pressure—a penny business—pennies won't pay bills. Here we have a tube with good blood dollars—now we take a weak penny business—and we support it with dollars as we see it in this tube—here we have good business helping to support penny business—but only for a time. Bills must be paid—overhead must be met—stock must be bought—and in order to do these things one must have dollars, and if he continues to draw on the good blood or dollars—he will soon find himself back in his original condition, like this first tube. Such treatment as a transfusion requires a specialist to take constant blood counts which is nothing more than cost analysis—to make sure that the patient or business is gaining strength. Let me again remind you—that such treatments are only temporary measures—they are often costly. Caught in time, business needs no transfusions. Let us now go into sound business methods which we closely associate with good breathing. Dr. Fitch, you are on authority on sound business methods. Can you throw any light on this case before we go on with this autopsy?

Dr. Fitch: Thank you for the compliment, Professor. I looked over Dr. Raymond's case history on the deceased and I firmly believe Jones must have had considerable trouble in breathing. I don't think it was a case of pneumonia but perhaps double or triple pneumonia—if such a statement can be made.

His case history shows early evening closings, late morning opening, no Sunday openings, no service, no delivery. His ice cream signs were never lighted, and you well know all thes things have a bearing on Jones Luncheonette's condition. I might add that there may be many more contributing factors, but I believe that they will be revealed in the autopsy.

Prof. Blunt: (*To Sterling*) . . . Scappel . . . Pledgets . . . Forceps. (*Brings out lungs.*) Believe me, this patient should have had X-rays long, long ago. Spots—adhesions—in fact, look gentlemen, he was only operating on one lung. See, it is completely collapsed.

Efficiency cut 50 percent to start with—spots sapping away strength—you don't have to be an expert to see that. Too many businesses expect the company and the product to do all the work—you can't expect a product to stand up under such support as this—hell no! The best book on sound business methods is the reference book, which we use in schools of learning, called "LET'S SELL ICE CREAM"—a book that should be every salesman's and merchandising man's Bible. It was compiled by that eminent Professor of Merchandising, George Hennerich. Prescribe the knowledge in this book and see that it is administered in order to eliminate such a condition as this. God, how this poor luncheonette must have suffered from want of business oxygen. (*Drops lung into pan.*)

Miss Sterling: Shall we analyze it, Professor?

Prof. Blunt: Hell no, nurse. Bury it and bury it deep. (*Pauses and lets out a long "phew"*) You know, that damn thing kinda' nauseated me—and what's more, I'm hot and a bit weary, and could stand a little rest.

Dr. Abercrombie: Professor, as medical men we preach the theory of rest and relaxation. Let's put this doctrine into practice right now; and what better way to relax than with that most perfect of all foods—ice cream—What an excellent stimulant we believe this will be. Don't you agree, Miss Sterling?

Miss Sterling: Yes indeed, for after all, cream and milk are the main ingredients in ice cream and contain most of its nutritive value. Ice cream is chuck full of vitamins and proteins that give one sound teeth, strong bones, and sturdy muscles. Thats why ice cream is widely accepted as a highly nutritive food, a food to be included in our daily diet.

Prof. Blunt: Yes, I had the privilege of hearing Dr. Bob North discuss this at a recent area clinic. He was there

and brought many of his staff of Home Economists and Dieticians. It was most interesting and sound—so what are we waiting for—never delay an opportunity to enjoy America's finest food—ice cream. Will you internes graciously serve the student body, before going into the final stages of this autopsy.

(*Internes give out ice cream to audience*)

CURTAIN DOWN

ACT THREE

(*Internes take seats again in front row. The four doctors enter. The Professor is absent.*)

Dr. Abercrombie: Where is the old duck—Now who's late this time? If stiffness in the cemetery could climb out of their graves most of them would say "We are here because the physician did not arrive in time. Punctuality is very, very important."

(*Professor enters, unseen by the doctors in middle of Dr. Abercrombie's mimicking, and scowls at Dr. Abercrombie*)

Prof. Blunt: Punctuality IS very important and I am sorry I am late gentlemen, but did you ever sit in with the Hibben-Hennetrich team? Well, enough said. Did you all enjoy the ice cream? You know it's the spoonful that refreshes, although we don't make that claim. Well,

gentlemen, let us get back to work. You know I really believe that this store would have been operating today, instead of us operating on it if it would have used sound, proven, merchandising methods.

Dr. Fitch: Well, from the past history, Jones Luncheonette started off right, but somewhere along the line he failed to use sound and aggressive merchandising as it should be done. We all know, in starting a dealer off right that we must eliminate the dyspepsia of retail store keeping, which generally attacks the new or inexperienced person who ventures into the ice cream business for the first time. Dr. Raymond tells us that Jones Luncheonette suffered such discomforts during the early days of his business life but having a strong reserve, he seemed able to overcome these losses. Am I correct, Doctor?

Dr. Raymond: Quite right—quite right.

Dr. Fitch: Let me highlight point-of-purchase and advertising material. Too many merchants, and may I add, too many physicians, feel that the placement of streamers on windows and backbars will produce some miraculous cure for all their business ills. Point-of-sale material is important—but doses must be administered regularly and it must be backed with the intelligent application of preparation procedures, proper pricing, with clean, prompt, courteous service.

Dr. Raymond: Dr. Fitch, isn't there a proven medicine now available that was discovered by Dr. Hennetrich? I am sure it is called *The Ice Cream Merchandiser*.

Dr. Fitch: Yes, Doctor, *The Ice Cream Merchandiser* is one of the finest conditioning tonics that I know of for any retail ice cream business. It breaks up the common every day diet of chocolate, vanilla, and strawberry ice cream sodas, sundaes and milkshakes, and does much to attract new customers and generally tone up fountain activity.

Dr. Raymond: Dr. Fitch, I'm not surprised that there are so many ailing soda fountains. I'm not too squeamish, but when I look at the disorder behind some fountains—my stomach gets disordered.

Dr. Fitch: Yes, Doctor, to some dealers "sanitation" is only a word in the dictionary. And speaking of sanitation, permit me to step from the medical field and quote the famous John Wesley. In a sermon on dress he said—certainly this is a duty not a sin: "Cleanliness is indeed next to Godliness." A clean store, pleasant surroundings, freedom from disagreeable sight, offensive odors, or that which is unpleasant to the touch are factors that play such an important part in maintaining healthy, normal, business digestion.

Dr. Raymond: Isn't it a fact, doctor, that a healthy business digestion is often upset by improper diet?

Dr. Fitch: Indeed that is a fact, and the first step towards proper dieting is the standardization of formulas. The

Dutch Process Cocoas

by Ambrosia FOOD OF THE GODS

For the Finest Chocolate Ice Cream in Town

AMBROSIA CHOCOLATE COMPANY • MILWAUKEE

next steps are proper portioning of ice cream, preparation and pricing, correct blending, control costs and uniformity of service. After all, no doctor ever dispensed a medication without the directions for taking it on the bottle.

Prof. Blunt: Well put—well put.

Go on doctor.

Dr. Fitch: Dispensing techniques too, are just as important as the formula itself. There are two ways to prepare a fountain specialty, just as there are two ways to administer Castor Oil to a child. You can offer the Castor Oil in root beer or orange juice, or you can sit on the kid, and force it down his throat by holding his nose. The same holds true in dispensing; proper techniques invite more fountain sales, where improper techniques drive customer sales away. And may I have a few minutes to say a word about costs and profits, Professor?

Prof. Blunt: Go right ahead.

Dr. Fitch: A great fault in many stores is too much of everything and not enough of anything. The overindulgence or the undernourishment of business. There must be an even balance between costs and profits to effect the desired results that keep a dealer healthy and his store profitable. Finally, there is inventory control—the medical chart that plots the health of the patient and the progress of a business. An M.D. or

merchandising doctor can tell at a glance whether the patients condition is satisfactory. This condition should be checked regularly keeping watch for any radical changes which would indicate the approach of a business crisis.

This miscarriage of business before us, it seems, suffered not only from one, but from a complication of many of these conditions, and although Jones was aware of it at this time, the established fact remains that all these conditions contributed to his slow decline and final demise.

Prof. Blunt: Very good Doctor—your summation is most enlightening—now let us see what the organs show.

(To Miss Sterling—Instruments . . . etc.)

Well, if this isn't a mess—then I don't know anything—no tone — sluggish looking. These things certainly haven't been doing much work, and no wonder the blood was poor, no wonder the heart action was bad, in fact, a condition such as this would affect the entire system, and surely would bring death to any business.

(Starts Dissecting)

Flavor Strips—not operating. Never worked—clean as a whistle—(A dirty cloth) It's a damn good thing I have rubber gloves on—for I can almost feel the germs dancing around. This man evidently never heard of sanitary dipper pads. Here we have last month's tonic, *The Ice Cream Merchandiser*, but his system was too

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INCREASE YOUR PRODUCT'S PRESTIGE
with MULHOLLAND
DUBL-STRENGTH wooden
SINGLE-PAK-SPOONS

SINGLE-PAK-SPOONS bring Sanitary Protection at split-penny cost—help create a lasting REMEMBRANCE of the delicious qualities of your product—and give you, at the point of sale, a big PLUS Advertising Value, with your brand name on each wrapper.

SINGLE-PAK-SPOONS cut time and material costs in handling because they are machine-counted in bundled strips to suit your packing. Let us show you how low-cost SINGLE-PAK-SPOONS help put sales punch behind your product and increase dealer satisfaction and cooperation.

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MILFORD DELAWARE

*A standing invitation
to take your troubles to*

American Food's **TASTE AND TEXTURE CLINIC**

Dedicated to the improvement of your products and lower production costs

American Food Laboratories, Inc., 860 Atlantic Avenue, Brooklyn 17, N.Y.

far gone, too weak no doubt to take advantage of it. Not even opened—think what he could have done with it.

Such a condition should make any respectable physician hang his head in shame.

Here we spend half our lives studying and possibly specializing and a common symptom that should be recognized immediately is overlooked, while we go snooping around for some miraculous cure. Need I say more? Students, take heed, gain experience in simple practice before you hope to specialize. Recognize the things that are not done and then do something about them.

Dr. Raymond: Professor, I think I am the one who should shoulder some of the blame here, for after all I was Jones Luncheonette's physician, or salesman. Now, I'm not trying to alibi, but don't you think the operating head of this business was equally negligent?

Prof. Blunt: Dr. Raymond—misery loves company. Criminologists tell us that when man is walking to the electric chair he gets a strange consolation if he knows an associate has preceded him to the hot seat. However, you are right about one thing. The operating head is the nerve center of any business. The one who says, "This we do and this we do not do." This operating head we call the Brain, a complicated organ if there ever was one. I believe you will agree with me Dr. Abercrombie, for you have spent a lifetime in the study of the Brain.

A New Taste Thrill
★ BUTTER TOASTED ALMONDS

Taste Tempting Goodness
★ BUTTERED PECANS

Deliciously Different
★ TOASTED CHOPPED NUTS

THE CHARLES A. PETERSON COMPANY
860 ATLANTIC AVENUE • CLEVELAND 17, OHIO

Dr. Abercrombie: And that study, Professor, has convinced me that nothing known to man compares to the wonders of the brain. Our brain is the headquarters of our body. In our brain are the executive offices which supervise all our mental and physical activities. I would compare our nervous system—(counts on fingers) the brain—the spinal chord and the associated nerves with a metropolitan telephone system. Our brain is our central exchange—the operator of the exchange is our mind. Men like Ben Franklin, Louis Pasteur and Thomas Edison had keen minds—so the operators of their exchanges were alert—always on the job. On the other hand some individuals have minds, or, I might say, telephone operators that are not so nimble. I am afraid that the patient, Jones Luncheonette, had that type of mind. The little operator in his brain was always getting wrong numbers and don't answers.

Dr. Raymond: Dr. Abercrombie, what part of this complicated brain do you specialize in?

Dr. Abercrombie: Dr. Raymond, I specialize not only on the cerebrum—but also on the faculties controlled by the cerebrum—our power to see—our power to hear—our power to speak. As an advertising specialist I appeal to the sense of sight with window display, point-of-sale material, newspaper and television advertising. We reach the sense of hearing with radio.

Dr. Raymond: Dr. Abercrombie, I have often been told to be a success as an advertising specialist, one must be somewhat of a psychologist.

Dr. Abercrombie: Very true. Advertising IS closely allied with psychology. We try to reach the psychological impulses of the greatest number of people. It is often a mystery to us, just why it is that we can stimulate action in one brain and then—in another brain—run into a mental road-block. And we are puzzled as to why we cannot penetrate the brains of certain dealers. When we offer them business-boosting advertising prescriptions that have proved to be effective, there are always some dealers who reject them. (*sighs shoulders*) But—bear in mind—we are doctors, not wet nurses.

***No charge for any of the following services:**

- (a) Analyses and new product development
- (b) Reformulation of your product and its ingredients
- (c) Practical application of latest scientific progress
- (d) Advisory service on the use of the following tested and approved products

FLAVORS	STABILIZERS	EMULSIFIERS
Vanilla Extracts and Powders Pure Coffee Concentrate True and Synthetic Fruits	Formula S-233 STA-VEL for Ice Cream STA-VEL for Fruits	MARCOID (Liquid) WILCOID (Powder) CONCENTRATE "A" (Plastic)
Also FOOD SPECIALTIES such as VEL-MARSH Marshmallow Powder		



Dr. Fitch: What can we do about it, Doctor? How are we going to help the business patient who is sick but too stubborn to take medicine.

Dr. Abercrombie: Dr. Fitch, he will end (*points to corpse*) like the late departed Jones Luncheonette. The epitaph on his grave will read, "He came to his end, cause he stayed on his end."

Prof. Blunt: Yes, Doctor, it all sums up to heads you win and tails you lose. Am I right? And it depends pretty much on which end we get the dealer to use. (*Students out to front and curtain down*)

Prof. Blunt: (*Out in front of curtain*)

Friends—modern science has given the medical profession many wonderful, proven cures, but without the patient's wholehearted cooperation these cures will fail. So it is in our industry—you have the proved formula to prevent retail store failures. Store failures sap the life blood of our business just the same as human fatalities sap the life blood of our nation. Medical science has greatly increased our life span. The common sense application of sound selling, merchandising and advertising will just as surely increase the life expectancy of your ice cream outlets. We must make the same strides toward this end as our brothers in the medical profession did against such killing diseases as TB, Smallpox, and Yellow Fever. It is more important to keep an

established strong and active ice cream dealer than to have a new account born.

Prescribe in liberal doses, all the fine tonics and stimulants that your industry has given you in sales promotion, advertising and merchandising. They are the penicillins and the sulfas of business life. However, never fail to apply the good old common sense that was administered by the old family doctor. His prescriptions were basic, and through their use was raised a strong America.

If this basic philosophy is applied to your every day contacts with your dealers, we will have an even stronger ice cream industry.

(Old time doctor makes appearance and gives out medicine)

Prof. Blunt: And so gentlemen, there you have the findings of our autopsy. Jones Luncheonette is dead—he was not beyond help or even cure. He could have died not from one cause—but from many causes. Jones Luncheonette was not beyond assistance, he could have lived a long, healthy prosperous life. Where was the error? In the diagnosis, in the remedy, or in the application? Or was it a combination of all three? Perhaps it was the inability to instill the proper confidence in Jones so that he would follow precisely the prescribed treatment. That, ladies and gentlemen, you can judge.

LOOK AHEAD FOR YOUR BODY REQUIREMENTS

Abbotts Dairies Inc.

1050 Gal. Body with Compressor

KEYSTONE WAGON WORKS, INC.

The present and projected outlook for raw materials calls for sound judgment in the consideration of your body requirements for the few years ahead. LOOK AHEAD with Keystone for modern metal bodies that are built to stand hard usage . . . that are designed to carry capacity loads . . . that keep maintenance costs at a minimum. The investment you make NOW with Keystone will pay dividends in satisfaction the years ahead.

WRITE TODAY!

5625 Tacony St., Philadelphia, Pa.

It Can Be Done

from page 37

cide where we will increase costs — through doing things which are obviously unprofitable. And when the P & L looks sick we get mad at competition instead of stopping to realize that long since we pulled our finger out of the dike and turned our backs on the flow of costs that came running through.

As a prelude to "getting it done in '51" I suggest, with due apologies to Secretary of State Acheson, an industry wide *re-examination* of this vexatious industry problem. On this I frankly admit I am a "re-examinist."

Now let's take an excursion into selling and distributions.

By and large, the industry's efforts in these two departments in '50 left much to be desired. For various reasons, some obvious, some obscure, most firms saw volume dwindle through their old accounts. When this trend began to manifest itself, the industry, with few outstanding exceptions, threw prudence to the winds and, like the headless horseman, rode off in all directions.

Perhaps we were a little like the drunken goose hunter.

Four fellows I know went goose hunting last week near Horseshoe Lake. They were all in one pit. One member of the gang brought his bottle along and with but few birds flying and those flying high, the chap with the bottle had to occupy his time; so presently he was slightly under,

let us say. The other three became somewhat frightened at his condition — a drunk with an automatic shotgun isn't the most comforting thing in the world — so they finally urged him to go to a vacant pit about fifty yards away, where he could be by himself. When he was alone he really went to town. It wasn't long before he was singing loud and talking to himself. In a little while a stray came in front of his pit — one lone goose. The three in the other pit heard a shot, down came the goose. They ran over to congratulate him; patted him on the back, "good shot old man" and all that. After a few brief minutes of listening he said, "What's so good about my shootin', if a fellow couldn't get one goose out of a big flock like that, he'd be a damned poor shot!"

On the theory that volume had to be maintained to absorb plant costs, and keep them within reason, distributing facilities were expanded. One-day routes were extended to two days. Two-day routes were extended to three days, to cover additional territory. In many areas new sales branches popped up. All very fine if you can afford it. Will the traffic bear it and leave a profit, assuming of course that the profit motive inspires this effort?

By the type of expansion just cited, some people thought that production costs would be reduced say $\frac{1}{2}$ to 1 cent per gallon. But, did selling, cabinet and delivery costs increase anywhere from 3 to 15 cents?

Volume for volume's sake wasn't the answer in itself in '50 and it won't be in any year. As my dear old friend Tom Borman remarked to me many years ago in discussing extravagant cream station operations of that day, "*That's the sort of thing that makes you work for nothing and board yourself.*"

Did the industry collectively — or any one concern in particular benefit greatly from the setting up of literally hundreds of new dealers who at best could only be low interchange of vast numbers of the same and other types of dealers with signs, linoleums, awnings, allowances and all that, as inducements to change?

Or did the Industry by activity of the sort just mentioned succeed in pyramiding selling, cabinet and delivery costs which were already burdensome? Were we as cognizant as we should have been of what the figures revealed?

I personally have never subscribed to the theory that this industry is lacking in sales outlets. Such sales statistics as I have observed point quite to the contrary.

One man, whose confidence and friendship I have had the good fortune to enjoy for many years, told me that his concern has seen its selling, cabinet, delivery and administrative costs double — yes double, in the years from 1947 to 1950. His firm is as cost conscious and efficiently operated as any I know of in this country. I am not inclined to believe its experience is greatly at odds with the industry in general; in fact I doubt if the industry as a whole has done as well.

One plant operator told me in September that for 1950 his accounts would show a yearly average of between 250 and 260 gallons, if he had a good Fall, which it developed he didn't have.

BUY DIPPERS NOW!

NUROLL

BIG. U.S. PAT. OFF.
Domestic Type - Non-Mechanical
ICE CREAM DIPPER

The low-priced dipper for home users. A great sales promotion item for bulk ice cream.

Sizes
16, 20, 24.
List price
\$1.35 ea.
f.o.b.
Toledo, Ohio.



ROLDIP®

BIG. U.S. PAT. OFF.
REGD. IN CANADA



THE ZEROLL COMPANY

A coined word suggestive of the manner with which Zeroll, Nuroll and Bulkroll dippers cut and roll the portion, automatically measuring it, avoiding compression and shrinkage loss, the wasteful "skirt" and over-servings.

2410
Robinwood
Avenue,
Toledo 10,
Ohio

Very well, let's admit such an average to be below par for the course. How much below par?

I don't know the answer to that one, but I do know that a very large operator recently stated that in 1949, 76 per cent of his accounts sold 28 percent of his gallonage. So by a simple computation it is plain that 72 per cent of his gallonage came from 24 per cent of his dealers. Where would you guess the greater portion of his expense came from that year?

How does your business stack up in the respects mentioned?

Yes! We have seen gross margins decline and an increase in the expenses to come out of those gross margins. My point is simply: did we take such offsetting action as would produce the desired affect, which is simply to keep a decent net profit.

The Small Account

Let's go back for a moment or two to the subject of the small gallonage account. To one firm this may mean 250 gallons per year. To another it may mean 500. But whichever figure fits in with your ideas or circumstances, just reduce the gallons involved to the number of selling days in the year of your average high gallonage dealers and see if you don't agree that good selling by your staff would not have produced those few hundred gallons at far less cost to you. Frankly, I think that, by and large, we've ignored the fact that the goal we seek will be found right in the dealers we already have.

It is true that many markets undertook to offset the spiraling of expenses by increasing prices. This was a logical and certainly fully justified action. However, in many quarters, concerns doing this seemed resigned to the fact that "this is going to cost us volume." I could sense it in our own organization. I am satisfied that we like many other firms did not do the careful preparatory job we should have done to minimize the shock and make it stick.

Action of this kind in business is comparable to a law suit. Most are won in the preparation made before the court room is ever reached. You can't prepare once the step is taken. You can improvise, but that is rarely as effective.

No. By and large we didn't acquaint our selling organizations with the facts in the case. Sure, we told them we had to get more money for our product. But did we give them concrete facts and figures to justify what was being done? Where we failed to do this the task was made increasingly difficult, and, we might as well admit, was not as productive of results as it should have been.

In another respect we failed to consolidate our position with dealers. By incomplete training of our selling organizations dealer prices were advanced out of proportion to the increase in wholesale prices. Having been on the street myself, I appreciate how difficult it is to get the story over about keeping proper retail margins. But the best evidence that it can be done is that it has been done.



SELLING MUCH TO ESKIMOS THESE DAYS?

He eats tallow—and yum, yum!—he simply loves foods with that delicious tallowy flavor.

BUT... no tallowy off-flavor for the customers in your town! They want their ice cream to taste truly fresh... really clean and sweet.

Dairy experts tell us that tallowy off-flavor starts with loss of clean, sweet flavor. Particularly now, with storage ingredients being used, your usual trouble with oxidized off-flavors will begin... therefore use *AVENEX, the well known food antioxidant, to protect original fresh flavor.

AVENEX helps keep customers satisfied... gives you better ice cream... more sales... helps you beat competition. All this at no extra cost!

CALL YOUR LOCAL OFFICE OF
The Quaker Oats Company

OR WRITE TO AVENEX CORPORATION
250 West 57th St., New York 19 *®

AVENEX

THE PURE FOOD STABILIZER AND ANTIOXIDANT

Face the facts, ladies and gentlemen. We have been priced out of a considerable part of our market because we largely failed to put over anything remotely resembling a sound understandable dealer resale price program.

Thousands of instances also exist where less drastic advances in prices were made by dealers, but where substantially reduced portions were the practice. I can't make up my mind which has the worst effect on consumers—over pricing or skimpy short change servings. A combination of the two is ruinous, of course. When I am asked to pay 10c additional for a number 40 scoop of ice cream on a piece of pie, and that isn't an infrequent occurrence even in this territory, I say we have failed to do a job of educating dealers on the economics of ice cream selling.

How intelligently did we approach the single item of turnover in relation to profit. Reflect for a moment please, on how many members of your selling organization have been fortified with a working knowledge of the story of ice cream turnover in relation to dollar investment and resulting profit.

The best example of turnover I know of is that of a woman's vocabulary, which experts say is an average of 800 words. That's a small stock, but man alive, what a turnover it gets.

Suppose we just took that as our number one project for

1950: "Educating dealers on the economies of ice cream selling."

If we trained our salesmen in this — saw to that they "Carried the Message to Garcia," what would it mean to us in gallonage in '51? If such effort resulted in just 100 gallons additional per year per dealer — that would be the gallonage on which we would have the highest net return.

Yes! I think "It can be Done in '51" because there are so many ways in which to do it. If we followed only half those ways but did them in a thorough and logical manner, "It would be done in '51."

Maybe we've been blessed with too many Super Salesmen, the type I heard described the other day. This type is said to be "The guy who can persuade his wife to sympathize with the girl who lost her compact in his car."

Who would say that we have exploited our possibilities to the utmost when, in the average community it's still a tough job to buy a good chocolate soda at any price. And since the price you pay in most instances is in excess of what sound pricing would make it — the sub-standard quality only adds to the purchaser's disappointment.

Related Selling

I frequently make one trip from my headquarters base to one of our properties — a distance of 195 miles. On the route are 14 smaller communities and pretty fair sized cities. I've made the rounds of all of the fountains in these communities mentioned; those served by our company as well as by competitors. I can't tell you how many fountains there are but my guess would be 50 at least.

But I am not guessing when I tell you that there isn't in all of them a single one where the consumer is getting ice cream in any form, served in a manner designed to encourage repeat business. Can we truthfully say that we have explored our possibilities when such conditions exist?

"It can be done in '51" by this route alone if we so elect.

What have we done in the realm of related selling? Surely here is a fertile field, if there ever was one. Our company tried it a little last year. Not on a large scale. A few scattered markets, practically all of them what you might call country areas. The results were not spectacular. We scratched the surface. But we drew blood — nice rich blood, and enough of it to make us feel encouraged (and rewarded too) for the effort.

If we did nothing else we placed in the hands of our salesmen a working tool of sound business with which they could go to our dealers. We had an idea to sell, a profit producing idea — not something to give away.

You say, "Fred, that's old stuff—we've heard the same line at our own State and the National Convention for years. Bob Hibben has been preaching it for years and George Hennerich likewise." I'll admit all you say. However, good company is with me in the person of Solomon who many years ago said, "There is nothing new under the sun."

Sound principles in industry or any other phase of human

MUCHAS GRACIAS

In Spain, they'd say it that way. Here in America, we simply say, "Thanks a lot." And that's what the entire staff of ICE CREAM FIELD would like to say to the many ice cream manufacturers and supply men who sent season's greetings.

And, of course, we're hoping that everyone in the industry will find 1951 to be the happiest, most prosperous New Year of all time.

activity grow slowly. The National Socialist Movement in Germany was born in violence and passed out in the same manner, all in the short space of 15 or 20 years. The Democratic way of life, the decent way of life which you and I want to see preserved; that way of life is still fighting to prove its right to exist 1950 years after the birth of its greatest Teacher.

The International Association of Ice Cream Manufacturers is celebrating its 50th anniversary this year. Yet, that fine institution, the Ice Cream Merchandising Institute, whose purpose it is to provide basic training in the things I am talking about today — the I.C.M.T. is only 15 years old.

Fifteen years of truly professional guidance (for that is what George Hennerich has tried to give us) in the field of developing industry-wide interest in sound ideas isn't a long period of time. The fact that I.C.M.I. classes are booked full, far in advance, is in itself evidence of the industry's acceptance of the idea. But George and his disciples can't do it all. They can plant the seed. Carrying out the program in our own bailiwick is the duty of management. And management must accept its full share of the responsibility for permitting selling techniques to wander far afield from truly constructive precepts.

We can get the job done in '51 if we eliminate fear of each other — and let Sense — good business sense guide our industry Ship.

The late H. J. Bird, whom many here will well and respectfully recall, once remarked that there were laws against many things in business, but he didn't know of one prohibiting the use of common sense.

Now, of course when your decision is to work along the lines here discussed *you have elected to do the thing the hard way*, the hard way from the standpoint of training, effort, and the persistency with which the job has to be followed up.

But there is another and even more compelling reason why I feel the course of the past has been followed with such dogged determination even though it hasn't always paid off in profits. The reason is because the *high, wide and handsome way is the spectacular way*.

Your Sales Manager and your selling organization can make a real showing on that. They can be constantly

asking the boss to buy another car of cabinets. When the head man drives down the street he can see new neon signs blaring his brand name — new window valances going on windows, new applications for loans to dealers so they can liquidate, in many cases past due notes held by the ice cream company from whom they are presently buying.

This is the route to stardom. You are on the ball when you do these things. If you do them and make a showing the old man can't say at the end of the year that you didn't put it over.

No. All the old man has to do is justify to himself or his banker, or to his board why the cabinet investment went sky high. And now of course, he is going to have to think about arguing with the auditors and the Treasury Department about accelerating the writeoff on the cabinets he already has and which we are told will soon be obsolete because the new glass front jobs are going to move in and take over — to say nothing of why inventories being carried year after year because of this, that or the other package supply or ingredient he has to carry over because someone sold him the idea that the darned product would sell, and then it didn't.

The top man can worry like blazes about his over-active and fast multiplying ulcers and increasing delivery costs and sign writeoff and upping advertising budgets. Then, if at the end of the year the BLACK is present at all, but it isn't quite what it was thought it would be, and as he predicted it would be when the year started, his is the job of taking the alibi jar off the shelf, unscrewing the cap and taking out the old bromides (you all know what they are) bad weather, with statistics to prove it—lousy competition that doesn't know and doesn't care what its costs are—how can they do it? No ethics, and ethics you know are the decent things everybody in an industry should adhere to — except you.

Live and Let Live

I know from many years of personal contact with this industry that the important people in it want to do the job in an atmosphere of live and let live. But somehow, something comes along to divert attention from the main issue.

Perhaps our anxiety to achieve stupendous heights is a carryover from the halcyon days of the last war. Some people have an astonishing capacity for recalling how nice things were then. We may have deluded ourselves into thinking "would ever be thus." We may be finding it difficult to become reconciled to our disappointment.

Never again perhaps, at least not within the lives of some of us older fellows, will this industry — in misnamed peace-time conditions at least, achieve what it did in the war years of the past. Well, if it takes a war to bring the profits and prosperity some desire, then I for one say without reservation, I've spent my life in the wrong industry. I could only add that there's nothing wrong with the idea

of peace, but there sure as the world is something wrong with this business. I for one, will take my prosperity in smaller doses—and my wars a little farther apart.

Let's take the past and give it the Mother-in-law treatment. Let me tell you what that is.

A friend of mine was blessed with a particularly meddlesome and obnoxious Mother-in-law. She became ill. It was decided she should go to a distant Spa for her health. Her daughter, the wife of my friend went with her. They had been gone two or three weeks and no improvement in the old lady's health. One day a telegram came from the daughter. It read, "Mother has died. Shall I bury or cremate her?" My friend wired back, "Do both—don't take any chances."

Let's not take any chances on what we do with 1950. Bury it, cremate it—do both if you like.

Ours can be a prosperous industry by courageous adherence to a program of sound business conduct. There is nothing mysterious about the course we should pursue. It is not obscured by uncertainty. It lies ahead on roads well known to us.

We have but to set off with a cheerful heart — plus firm determination — and a will to do it.

If we do — then I say with all the conviction I can muster: "It can be done in '51."

This article is based on a talk presented during the annual convention of the Illinois Dairy Products Association, held in December, 1950, in Chicago.



Chocolate Products
in the Great
Dutch Tradition

VAN LEER
CHOCOLATE CORP.

Manufacturers of · quality coatings for ice cream bars
· chocolate liquors · chocolate chips

Importers of · Holland-Dutch Cocoas



110 HOBOKEN AVENUE JERSEY CITY 2, N.J.
JO 5-8080

New Haven Firm

from page 63

uses 2½-gallon Bulkán containers made by Sealright. Further indication of the extensive variety of products manufactured by Golden Crest is afforded in the photograph on page 62.

The consistent high quality of Golden Crest products serves to maintain consumer and dealer satisfaction, but the Antollinos go farther than that to maintain the favor of their distributors. In addition to turning out new and original products and flavors, such as the Crown-O-Fruit Ice Cream Cake and the "Double Ripple" flavors developed by the Balch Flavor Company, the firm has made every effort to hold down prices in the face of steadily rising costs.

Abundant advertising also has favorable results for Golden Crest dealers. A great portion of the advertising outlay is devoted to point-of-sale materials. Recently, the organization purchased some six-hole Kelvinator ice cream cabinets, attached eye-filling superstructures provided by Bond Displays, and placed them in certain retail outlets. Sales soared, and the New Haven plant was bombarded by telephone calls from many of its dealers, asking for such merchandising aids. Golden Crest also reports that it is contemplating a large-scale billboard campaign for the coming season.

The foregoing evidences of business success would seem to suggest that everything came easy to the Antollino clan. But such was not the case; it required great courage and ingenuity before prosperity was achieved, for less than five years ago, only weeds and rocks were visible where today stands a modern ice cream plant.

The Antollinos — Frank, Sr., and his sons, Thomas, Ernest, Roy, Michael, and Frank, Jr., and son-in-law, Russell D'Agostino — had operated as jobbers of ice cream. In 1939, they owned and operated one truck, with which they distributed ice cream stick confections purchased from local ice cream manufacturers. Their operation progressed and expanded until, in 1946, they had three trucks which covered three Connecticut routes.

Then the Antollinos became restless. They wanted to go into business for themselves. So, investing every last cent and unlimited energy, they chipped in to purchase the land at the corner of Lancraft Street and Fairmont Avenue in New Haven, and to build there — practically with their own hands — a modern ice cream plant.

That the gamble has proven worthwhile can be seen in the Golden Crest ledger books. The company now covers virtually all of Connecticut, with especially extensive coverage in that state's largest cities. Six trucks — provided with Amerio refrigerated bodies — are used to distribute thousands of gallons of Golden Crest ice cream daily.

AFTER THE HOME MARKET?

NEW ice cream SPADE is ideal for take-home promotion

Here, for the first time, is a spade specially designed for bulk tie-in promotions. Price to the ice cream manufacturer is attractively low.

The spade's highly polished aluminum finish and usefulness make it extremely attractive to the consumer. And after she has bought it as part of a combination offer with your ice cream, she'll find it so easy to use it will be a constant reminder to keep a supply of your ice cream on hand.

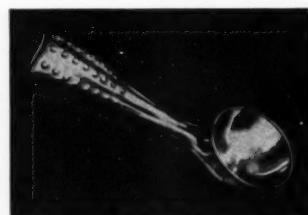
Sell more of your ice cream to the home market this winter with the Scoop-Rite Spade take-home promotion.



WRITE
FOR
DETAILS

SCOOOPS

Made of one piece solid aluminum. Dips easier and faster. Ice cream won't stick, and no dipping in water is necessary.



SCOOP-RITE COMPANY 788 WILDE ST., DETROIT, MICH.

Emulsifiers

from page 69

ed the following resolution which covers emulsifiers and stabilizers:

"Be it resolved that the International Association of Ice Cream Manufacturers and its members continue to devote themselves to the improvement of quality and nutritive value of ice cream and related products and accordingly, to encourage scientific developments which enhance those values of the products of the industry.

"Be it further resolved that the International Association of Ice Cream Manufacturers oppose the use of any ingredient in ice cream or any related product unless the harmlessness of such ingredients has been established by competent scientific authority."

7. Federal Standards of Identity

The Federal Security Administrator has called a public hearing to begin on January 8th for the purpose of receiving evidence on the basis of which he will establish under the Food and Drug Act, Definitions and Standards of Identity for Ice Cream and Related Products, in which the permissible ingredients of ice cream will be determined. This hearing actually is a continuation of a proceeding which was commenced in 1942 but which did not culminate in standards because of the intervention early in World War II of the War Food Administrator with the Administrator of the Federal Security Agency. The International Association of Ice Cream Manufacturers is now actively engaged in preparing for, and will appear as an interested party in this resumed hearing.

Since the earlier hearing certain new forms of emulsifiers have come into use in the manufacture of ice cream. Emulsifiers have been found technologically useful by dairy scientists and very extensive studies, supporting the propriety of their use in foods, have been conducted by the various colleges and institutions under the sponsorship of the manufacturers of such products.

Our Association has followed with interest a similar hearing on bread standards because of the chemical similarity between some of the constituents of ice cream emulsifiers and certain materials which were proposed as optional ingredients in bread.

8. The Food Protection Committee

The National Research Council has appointed a Food Protection Committee under its Food and Nutrition Board, to review and summarize available information on the proper use of newer pesticides and functional chemicals. The Committee will coordinate its work with public and private research agencies in gathering and disseminating pertinent scientific information and will stimulate additional research on problems which in its opinion need further attention.

Shortly after the findings in the bread standards pro-

ceeding were published, representatives of our Association conferred with the Secretary of the Food Protection Committee of the National Research Council, and requested that the Food Protection Committee undertake a further investigation of the safety of emulsifiers for use in ice cream.

It is expected that the conclusions reached by the Food Protection Committee will become a part of the evidence to be presented to the Food and Drug Administration in the approaching Ice Cream Standards hearing.

We consider it appropriate to refer this problem to the National Research Council's Food Protection Committee, since the Council is a quasi-governmental agency which was created for the purpose, among others, of advising on scientific and technical problems affecting national welfare.

Our conference with the Food Protection Committee culminated in an exchange of correspondence between Robert C. Hibben, Executive Secretary of our Association and Dr. J. L. St. John, Secretary of the Food Protection Committee, Dr. St. John informing us that as a part of his committee's contemplated investigation of chemical additives to food, the topic of emulsifying agents will receive its scrutiny. Copies of this correspondence will be made available to this committee, if desired.

Our Association has appointed a technical committee on the subject which will furnish to the Food Protection Committee data on the technological usefulness of emulsifying agents in ice cream and such other information as the Food Protection Committee deems pertinent to its investigation.

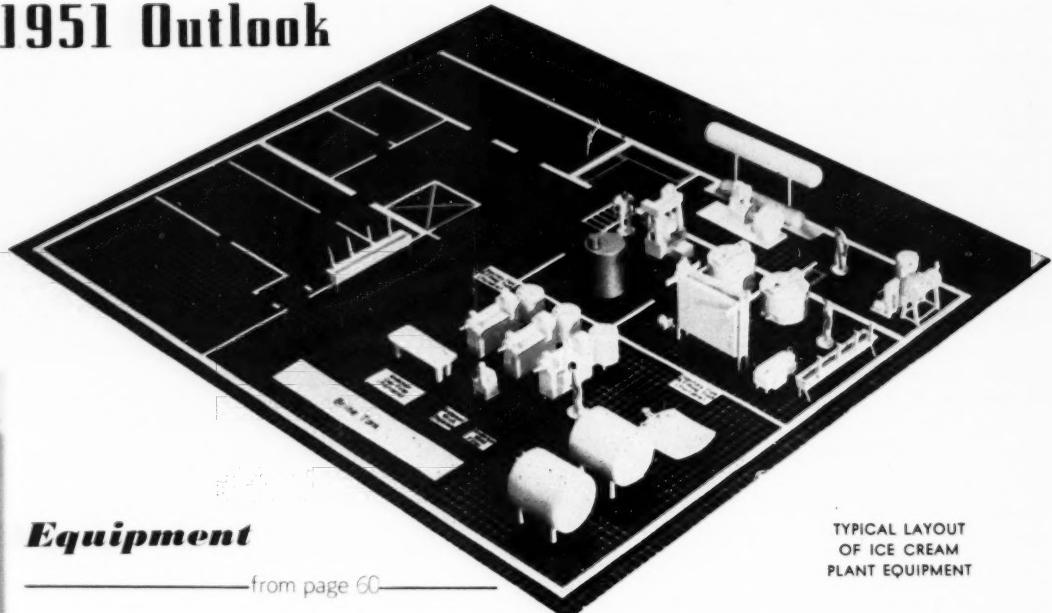
Our object in requesting this Committee of distinguished scientists to investigate this subject is in furtherance of the policy embodied in the resolution which I have read. We are vitally concerned with the protection of the consumer and the ice cream industry. Our industry obviously will not support the inclusion of these emulsifying agents as optional ingredients in ice cream unless the Food Protection Committee of the National Research Council finds them safe for such use.

Until legislation is enacted providing for prior approval of new chemicals in food by the Food and Drug Administration, we feel that the course of action we have taken in submitting this difficult problem to the Food Protection Committee, is the best means of determining to the satisfaction of all interested parties the question of the propriety of the use of these materials in ice cream.

9. Food and Drug Legislation

The Executive Committee, Advisory Committee, and Officers of the International Association of Ice Cream Manufacturers, have authorized the Association to go on record as being heartily in favor of legislation which would require the producer of any new chemical to secure Food and Drug approval of such new chemical prior to its use in any food. After such approval is secured such new chemical should be available for use by appropriate food industries.

1951 Outlook



TYPICAL LAYOUT
OF ICE CREAM
PLANT EQUIPMENT

Equipment

from page 60

be reached in three months unless additional material is made available soon," warns the bulletin.

Dairy industry groups have not been idle during the development of this serious situation. Dairy Industries Supply Association, with a membership of approximately 375 manufacturers of equipment and supplies, and Dairy Industries Committee, a government advisory group representing dairy producers and processors as well as machinery manufacturers have been working in high gear since last October.

A concrete result of their efforts was a meeting last November 28. Participants included officials of the Agriculture and Commerce Departments, the Dairy Industry Committee, and other dairy equipment leaders. A graphic presentation of essential needs was made for consideration by government authorities.

What Can You Do?

Having explained the current situation as completely as possible, the Cherry-Burrell newsletter continued with some hints as to how users of dairy equipment should conduct their plant activity, with regard to this equipment.

"Check your own plant and processing operations NOW!" are the first words of caution advanced in the bulletin. Manufacturers of dairy products must determine what they need to keep operating efficiently and profitably. They must find out what new machines and other facilities

are needed and order now. But they must order only what they must have so that the limited available supply of essential machines can help as many as possible.

"Take care of the equipment you have," advises the bulletin. "Repair and rebuild machines that need it. Check and see that your employees know how to properly operate and maintain for maximum production and long life . . . Don't overstock on parts. To do so may deprive others and may make shortages worse."

"Check your manpower situation," is the next on the agenda. The bulletin warns that the increased and increasing size of the armed forces will mean heavier demands on local Selective Service boards, and urges plant owners to find out if and how they can get along with fewer personnel.

"Contact your state and national association headquarters," the bulletin advises. "See what they are or should be doing with congressmen and government departments to promote essentiality of dairy products . . . get your needed equipment and supplies . . . the importance of dairy products for home and abroad must be sold."

The bulletin concludes with the following statement: "You and we have a challenging job. The situation is dark now. We have an obligation to serve you, just as you have an obligation to serve your customers. We can both do our job only if we plan ahead together—farther ahead than ever before."

The Reader Asks:

TECHNICAL PROBLEMS

By DR. C. D. DAHLE
Technical Editor, *Ice Cream Field*



Diabetic Formula Problem?

I have had numerous occasions to use your advice and each time I have profited by it.

At the present time I have a problem on which I would like a little more information. We have a formula for Diabetic Ice Cream which is as follows:

40% Cream	80 lb.
Water	7 lb.
Food Grade Glycerin	4.5 lb.
6 doz. eggs	8 lb.
Saccharin	10 gr.
Vanilla	To the desired taste
Stabilizer	6 oz.

Should a Diabetic Ice Cream contain this much butterfat? I would greatly appreciate having your formula for this type of ice cream.

Answer

The formula you are using is quite high in butterfat and would test approximately 32 per cent fat. Of course in diabetic formulas the caloric value must be known in all cases. With such a high fat content in this diabetic ice cream, fat would necessarily have to be reduced in some other food entering the diet. I am thinking that 32 per cent butterfat would be just a little bit difficult to handle in the freezer and the ice cream might be just a little too rich for most tastes.

We figure diabetic ice cream should have usually a little more butterfat than ordinarily ice cream, but I doubt if it should go over 16 to 18 per cent butterfat.

There is his to be said about high butterfat ice cream for diabetics, and that is that the more butterfat you use in ice cream, the less solids-not-fat you have in the cream, and solids-not-fat of milk contain about 50 to 54 per cent lactose which a diabetic does not desire.

By cutting the fat content in the mix down to around 16 to 18 per cent, I believe you would have a more palatable product for a diabetic.

Changing Formula?

We are coming to you once more for advice about our formula. The following is our formula for ice cream mix:

51.0#	30% cream
16.6	4% milk
15.8	Condensed skim (3 to 1)
15.0	Cane sugar
1.2	Egg yolk, frozen
0.4	Gelatin
<hr/>	
100.0	

We want to use 14% sugar, made up of 70% cane and 30% corn sugar; and we want to use skim milk powder instead of the condensed skim in the above formula.

Will you kindly send us a formula which includes these changes?

Answer

Analyzing your mix which you recently sent in I find that it tests as follows:

Fat	16.0
Serum Solids	9.0
Sugar	15.0
Egg Solid	0.6
Gelatine	0.4
<hr/>	
41.0 T.S.	

With this in mind I am providing you with a mix such as you desired. I trust that this will prove satisfactory with you.

30% Cream	49.0 lbs.
4% Milk	32.2 lbs.
Dry Skim	3.2 lbs.
Cane Sugar	9.8 lbs.
Corn Sugar	4.2 lbs.
Gelatine	0.4 lbs.
<hr/>	
100.0 lbs.	



Address your technical questions to Dr. C. D. Dahle,
Ice Cream Field, 19 W.
44 St., New York 18, N. Y.

Answer

I am glad to submit a formula for you which will test as follows:

10.0%	Fat
11.7%	S.S.
15.0	Sugar
0.4	Gelatin

37.1 T.S.

Formula:

6.0 lbs.	Butter
13.9 lbs.	Cream
27.2 lbs.	Cond. Skim
37.5 lbs.	Skim
15.0 lbs.	Sugar
0.4 lbs.	Gelatin

This mix should contain some skimmilk or whole milk and you listed neither in the materials you have available. I am including skimmilk in this mix. If this is not available in your plant, will you kindly let me know and tell me what you do have to use instead of skimmilk?

"Unbalanced" Mix?

I have just taken over this creamery and I believe the ice cream mix is not balanced. Could you help me out on this and also send a book on ice cream.

Our present mix: (2000 lb. batch)
200 quarts of condensed (not superheated)
240 quarts of 40% cream
280 quarts of 3.7% milk
4 lbs. of stabilizer
270 lbs. of sugar
15 lbs. of powdered skim

We would like to have a 12 per cent mix.

Answer

I think that you have a fairly well balanced mix and the composition as I get it from your figures would be as follows:

11.92	per cent fat
12.00	per cent serum solids
14.70	per cent sugar
0.217	per cent stabilizer

38.837 per cent total solids

I see nothing particularly to criticize about the mix except that it may be just a little higher in serum solids than you may desire but if you are not troubled with sandiness I would not change it. The sugar content could also be slightly higher, say 15 per cent or 15.5 per cent. Otherwise I think the mix is very well balanced.

Under separate cover we are forwarding to you a copy of our circular 277, "Commercial Ice Cream Manufacture," which, I am sure, will be of interest to you.

Teaberry Ice Cream?

It is my desire to make a Teaberry flavor ice cream, and not knowing of whom I could get such flavoring or if there is such, I am taking this opportunity to ask you if you can give me such information.

Answer

To my knowledge there is no actual pure Teaberry flavor available for use in ice cream. What we usually use for this flavor is wintergreen flavor and color the ice cream a slight red color.

Of course, strictly speaking, in many localities this would have to be labeled imitation ice cream or imitation flavored ice cream. The teaberry flavor is obtained from the wintergreen which you can obtain through many of the supply houses. The amount to add per ten gallon batch, you will have to judge.

10 Per Cent Mix?

Would you kindly forward to us a well balanced 10 per cent B. F. mix using:

- 37 per cent fresh cream
- 90 score butter
- unsweetened super heated skim
- condensed
- powdered egg
- gelatine
- sugar



Over 25 Years Experience Preparing Stabilizers for the Ice Cream Industry

It is the QUALITY of the ingredients that makes a QUALITY product. Let us prove that National Stabilizers and Emulsifiers for Ice Cream, Sherbet and Fruit Ice are QUALITY ingredients. Write now for samples.

NATIONAL PECTIN PRODUCTS COMPANY
2656 W. CULLERTON ST. • CHICAGO 8, ILL.

NESTLE'S®- RUNKEL'S® Chocolate GRANULES • COCOAS

Nestle uses only selected beans with special processes to assure the finest roasting and blending. This special knowledge produces chocolate of the highest quality for ice cream!

WITH THAT FAMOUS



Nestle's Chocolate Company, Inc.

60 Hudson St., New York 13, N. Y.

Branches in Principal Cities

New Products

LID SERVICE BOOKLET

R. K. Merritt & Associates, manufacturers of transparent lids for ice cream cabinets, has issued a service bulletin which includes methods of caring for these lids. How to clean, wax, buff, sand, and repair these lids is included, as well as other pertinent information. Copies of the booklet are available on request.

SLOGS



1

ciency and make it possible to accomplish the job with less fatigue because they can move about without fear of falling. Since Slogs are worn over the regular boots or shoes they cut plant costs by reducing wear on regular footgear.

Slogs are made of 3 layers of heavy special cotton duck and are reinforced at all critical points of strain. They are said to be economical to use due to the special feature which permits them to be reversed when one side becomes worn. The workman simply turns the Slogs inside out, thus placing a new surface to the floor for further wear. They are non-abrasive and will not injure any surface, the manufacturer, Bellerose Products Company, states.

FOUNTAIN FILM

A merchandising slide film in color on the subject of building soda fountain sales and profits has been released by the Lily-Tulip Cup Corporation.

The film illustrates the use of the Mixrite paper service, and emphasizes the improvements in construction which enable fountain dispensers to prepare a constant-quality soda or sundae. The structural changes were incorporated in the service after years of research in Lily's laboratories, and the eye appeal and fountain glamour were enhanced by Raymond Loewy's design.

The film also makes public the results of a consumer study conducted by Fact Finders Associates to determine public opinion about paper versus glass. From thousands of street interviews it was found that 70.2 per cent of the people preferred their fountain drinks and sundaes in paper service. Moreover, the film also reveals interesting figures on the relative costs of various types of fountain service.

The film is available on a loan basis to paper wholesalers, fountain supply concerns, ice cream companies, drug associations, and all others interested in fountain merchandising.

ACCO CABINET

4



One of the many models of ice cream cabinets recently placed on the market by Authorized Cabinet Company is the model 60GF, illustrated above. This is an open-top, glass front unit, the dimensions of which are 36" (height; with superstructure, 52") by 29 1/8" (width) by 60" (length). It weighs approximately 634 pounds, and has a capacity of 450 packages of ice cream.

Features include a 20-gauge stainless steel front top, two coats of white baked enamel finish, complete refrigeration on four sides plus four refrigerated divider plates, 3 1/4" Fiberglas side wall insulation, 16-gauge iron-framed channel base, 1/3 H.P. Kelvinator Polarsphere self-contained condensing unit, and many others.

Additional details and descriptive literature concerning this new cabinet may be had on request.

INFORMATION PLEASE

Your Firm Name

Address

Your Name

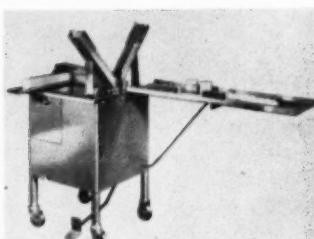
Your Title

To New Products Department,
Ice Cream Field
19 West 44th Street
New York 18, N. Y.

I would like to know more about the following New Products mentioned in the January issue.

(Print Identifying Numbers)

ANDERSON MACHINES



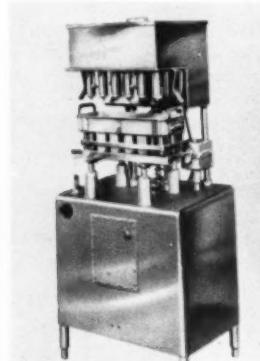
The new Anderson Bros. ice cream sandwich machine reportedly will produce upwards of forty-eight sandwiches per minute complete with outer paper sleeve, or 240 dozen per hour. The machine is illustrated above.

Extra protection of the sandwich is possible because the edges of every cut from the two-quart slab include the paper-board in which the ice cream was originally packed. After the machine applies the top and bottom wafers, the operator slips the sandwich into a light cardboard sleeve or a bag which completely encloses the sandwich. This feature is said to provide sanitary protection. When the finished sandwich is stored, the paper on the sides minimizes oxidation of the ice cream and also maintains a uniformly sized and shaped product, the manufacturer states.

Customers report that sandwiches made on the Anderson Model 170 have been kept in retail cabinets up to four weeks in excellent condition.

The "170" also serves as a speedy brick slicer when not used as a sandwich maker.

Two new mold filling machines also have recently been added to the Anderson Bros. line of equipment.

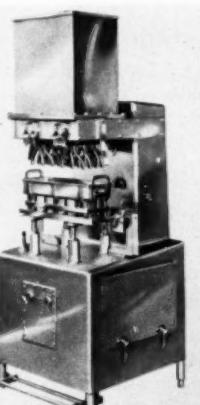


The Model 45 (illustrated just above) provides fast, accurate production of frozen liquid bars on a fully automatic se-

5

quence, the manufacturer states. Single or twin molds can be filled with this machine which is equipped with a measuring cylinder for each mold cavity. Twenty-four cavities are filled at one time—quantity adjustable from 2 to 4 ounces. Production up to 1800 dozen novelties per hour may be achieved.

The Model 46 mold filler (illustrated below) is for dispensing ice cream and other products having the consistency of ice cream. Operation is fully automatic when filling single or twin molds with one flavor. When dispensing two flavors at a time, operation is semi-automatic with twelve pockets filled at one time. The hopper, 14-gallon capacity, is divided into two equal compartments to handle multi-flavored novelty production. Speeds up to 1800 dozen novelties per hour may be achieved.



Complete information on these new machines or any other products in the Anderson Bros. line may be had on request.

CONVEYOR CATALOG

6

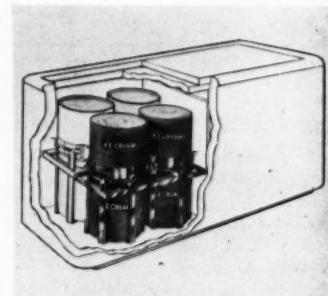
The M. & C. Conveyor Company has recently put out a catalog showing the complete line of chain and belt conveyors, designed specifically for dairy and ice cream plants. A copy of this catalog may be obtained on request.

CARTON HOLDER

7

Both ice cream manufacturers and retailers will be interested in Rigidip, a new bulk carton holder. Profitable and uniform dipping takes one third less time and many of the usual hazards that cause loss of ice cream are eliminated by the new ice cream carton holder, according to tests made by Blake Sales Company, manufacturers of Rigidip.

Made entirely of rust-proofed steel, it



consists of ribbed reinforced steel framework and a wide steel band which grips the bulk carton and holds it solidly in place at the most efficient height for dispensing. The gripper band is tightened with a snap spring release lever. Two elevator rods, one on each side of the carton, make it possible to eject the empty carton and raise the reserve carton into the service position in six seconds.

Available in two sizes, the small size holds two 2½-gallon cartons side by side for shallow compartments and the regular size holds either two 2½-gallon cartons, one over the other, or one 5-gallon carton.

"PRO-TEX-TIRE"

8

The American Sand-Banum Company, Inc., has developed a product known as "Pro-Tex-Tire" which is used to prolong the life of automobile and truck tires. "Pro-Tex-Tire" is described as non-toxic and non-inflammable. It is not a petroleum product, the manufacturer points out, and contains no graphite and no harmful ingredients.

DATES

9

A complete line of dates for use in ice cream has been placed on the market by Garden of the Setting Sun. A suggested advertising theme for the month of February is "Make it a date—for Valentine's Day!" and the date producers have developed extensive point-of-sale material to support such a campaign.

CHOCOLATE CHIP

10

The new Sugarnut flake method of making chocolate chip ice cream has been introduced by the Standard Fruit Product Company. Description of this method, by which the ice cream is manufactured with continuous equipment so that the flakes come out in large pieces after the warm chocolate is added through a fruit feeder, will be provided on request by the Standard Fruit Company. The firm points out that the new process is the result of three years of plant experimentation and market testing.



SALES POST TO M. H. SAXE

Clive C. Day, President of Nestle's Chocolate Company, has announced that M. H. Saxe has taken over the full responsibility for the sales of Peter's and Runkel's chocolate coatings, and Nestle's and Runkel's bulk cocoas and flavors for the ice cream, confectionery, and baking industries.

Mr. Saxe, who has been Manager of the Bulk Sales Department, joined Lamont, Corliss & Company in 1938 at the time Lamont, Corliss & Company purchased the business of Runkel Brothers. Under his administration, the sale of products in this department has more than doubled, in recognition of which achievement he was elected a Vice President of Lamont, Corliss & Company last Spring. The firm name was changed January 1.

PURDY REPRESENTS NASH-KELVINATOR

Appointment of Richard T. Purdy as Washington representative of Nash-Kelvinator Corporation was announced last month by A. M. Wibel, Vice-President.

"Nash-Kelvinator is establishing a Washington office to make sure that its civilian production and military programming gear into government defense plans and policies. Mr. Purdy will maintain Washington contact and will assist in our shaping of future programs to meet national requirements," Mr. Wibel said.

Since early in 1946, Mr. Purdy has been a Detroit sales representative for the Budd Company. Previously he was manager of the Motor Truck Division of the Automobile Manufacturers Association. During the war he was assistant to the director of the Automotive Council for War Production.

From 1929 to 1942, Mr. Purdy was in the investment banking business in Detroit, with the Detroit Trust Company, the First Detroit Company, and the First of Michigan Company. He was graduated from the University of Michigan in 1929.

Mr. Purdy's headquarters will be in the Nash Motors Washington zone offices at 1840 Fenwick, N.E., Washington 2, D.C.

HARLAN LONGNECKER SUCCEEDS LEO DICKEY

Harlan T. Longnecker has been appointed Manager of Sales Division C for the Sutherland Paper Company, Kalamazoo, Michigan. He succeeds Leo J. Dickey, who died recently.

Mr. Longnecker joined the Sutherland organization in 1937, serving thereafter in the sales department, in various capacities. In 1943, he was made Assistant Manager of Sales Division C and he has held that position until his present promotion.

FRANK GRAWIN IS MARRIED

Frank Grawin, superintendent of ice cream production for Ueckle Ice Cream Company, Eau Claire, Wisconsin, was married December 2. He did not attend the Wisconsin Convention last month in Milwaukee, as he was on his honeymoon at that time.

DAVE HOFFER A FATHER AGAIN

A daughter was born to Mrs. Dave Hoffer, wife of the mid-west sales representative of American Food Laboratories. Mr. Hoffer, who represents the Brooklyn, New York firm area, said that his second child, named Susan Valarie, was born November 1. Mr. and Mrs. Hoffer also have an 8-year-old son.

JOHN BROCKWAY TO WED

John Brockway, Secretary of the Iowa Association of Ice Cream Manufacturers, is to be married in Des Moines on January 27.

SMITH HEADS BAKER REFRIGERATION

Announcement of the election of Frederick W. Smith to the presidency of the Baker Refrigeration Corporation, South Windham, Maine, has been made by Webster B. Todd, Chairman of the Board of Directors. Mr. Smith joined the Baker organization in January, 1950, as Vice-President in Charge of Sales, and in August was named executive Vice-President.

SAYLES MANAGES SEALTEST PLANT



K. M. SAYLES

The Worcester Massachusetts Plant of General Ice Cream Corporation is now being managed by Karl M. Sayles, following his appointment as successor to Franklin S. Spencer, who died last summer.

Mr. Sayles has been with General Ice Cream Corporation since April, 1919, when he started in with the old Kirk-Maher Company at Watertown, New York. He later went to Binghamton, New York and served as Manager.

In 1930 he went to Cambridge, Massachusetts as Sales Manager of Mansion House Ice Cream Company, a Division of General Ice Cream Corporation and later was District Sales Manager of the Corporation's Boston District.

In 1934 he was elected to the Board of Directors of General Ice Cream Corporation. In 1938 and 1939 he was President of the Sales Manager's Club of the Boston Chamber of Commerce.

In 1938 he moved to Southboro, Massachusetts to manage the Deerfoot Farms Company Meat, Milk and Farm operations.

In 1944 he transferred to the Corporation's General Office in Schenectady, New York and served as Director of Personnel. On October 1, 1950 he moved to Worcester as Manager.

The Worcester Organization has many men and women with long years of experience. Max I. Goldberg, the Superintendent, has been with the Company since 1920. Harry M. Hiser, Head Accountant, has been with the Company since 1925 and six other men and women are also members of the Corporation's twenty-five year club.

PR SOCIETY ELECTS FAIRMAN

Milton Fairman, director of public relations of The Borden Company, New York City, was elected President of the Public Relations Society of America at the third annual national conference of public relations executives, held December 3 to 5 at the Hotel Waldorf-Astoria, New York City.

Other officers elected by the Public Relations Society are: Vice President, Ed Lipscomb, director of public relations of the National Cotton Council of America, Memphis, Tennessee; Secretary, Richard B. Hall, President of Richard B. Hall & Associates, Washington, D. C.; and Treasurer, James P. Selvage, senior partner of Selvage & Lee, New York City.

ROY H. GILBERT IS DEAD

Roy H. Gilbert, retired executive of the Hydrox Corporation, Chicago, died November 30. Funeral services were held December 2 in the chapel at 6216 N. Clark Street, Chicago. Mr. Gilbert was sixty-five years old. He retired in 1949 as advertising and merchandising manager of Hydrox after being with the company for thirty years. Survivors are his widow, Hazel, a daughter, Mrs. Maxine Tucker, and a son, Julian.

GEORGE H. FREY DIES

George H. Frey, past President and honorary member of the Association of Ice Cream Manufacturers of New York State, died December 4. Funeral services were held December 7 from Baxter's Funeral Home, Schenectady, New York. Mr. Frey was also special legislative representative of the ice cream organization.

NESTLE'S CHOCOLATE APPOINTS TWO

H. R. Bary has been appointed sales promotion manager of Nestle's Chocolate Co. and Alistair Semple has been made product sales manager of Nestle Chocolate Bars. Mr. Bary, who has been with the company since 1937, was formerly product sales manager of Nestle Chocolate Bars and, earlier, was with The Anson Company. Mr. Semple has been with the chocolate firm since 1940 and was formerly assistant to Mr. Barry.

POLIKOFF-NEWMAN WEDDING HELD

Harry Polikoff, prominent attorney, and Mrs. Ethel Newman, former executive of Ice Cream Novelties, Inc., were married December 20 in the Hotel Delmonico, New York City. They sailed that night aboard the SS Nieuw Amsterdam on a honeymoon trip to Haiti and other Caribbean ports, and were scheduled to return to New York City early this month.

DAVID SNOW IS APPOINTED

Freezing Equipment Sales, Inc., York, Pennsylvania, has announced the appointment of David Snow of Maplewood, New Jersey, as sales representative for the states of New York and New Jersey. Mr. Snow has had twenty-two years of experience in the refrigeration industry. Sales offices will be maintained in the Woolworth Building, 233 Broadway, New York 7, N. Y.

BRADLEY REPRESENTS GRC



MR. BRADLEY

Knowles, executive of the Grand Rapids Cabinet Company.

CORN REFINERS ELECT SAYRE

Administrative changes aimed at strengthening the operations of the Corn Industries Research Foundation have been made by its Trustees; it was announced last month, through the expansion of its research program and the election of Morris Sayre, President; A. E. Staley, Jr., Vice-President; Floyd J. Hosking, Executive Vice-President; and Howard A. Prentice, Vice-President-at-Large. Norman F. Kennedy will continue as Director of Research, Pendleton Dudley as Treasurer and General Consultant, and Howard T. Walden 2d, as Editorial Director.

New fundamental research projects in the field of starch chemistry have been authorized to supplement the number of projects in this field already under development in departments of Universities and Government laboratories.

The Foundation's membership includes eleven manufacturers of starch, syrups and other derivatives of American corn. Much of the industry's output, particularly of industrial starch, is used in armament production.

Business News

ICE CREAM PRODUCTION UP AGAIN

November ice cream production in the United States, estimated at 35,020,000 gallons, was 4 per cent larger than the November output last year but was 2 per cent below the 1944-48 average for the month, the Bureau of Agricultural Economics reports. Except for 1945 and 1946, this year's November output was the highest on record for the month.

Ice cream production declined 16 per cent between October and November this year, compared with a seasonal decrease of 13 per cent at this time last year, and a drop of 19 per cent between these months in the 5-year period, 1944-48. In the first 11 months of 1950, ice cream production was down 3 per cent from the same period of 1949 and was 5 per cent below the 1944-48 average for these months.

Production of sherbet in the United States during November was estimated at 920,000 gallons—26 per cent greater than the final enumerated data for November, 1949, but 12 per cent less than the 5-year, 1944-48, average for the month. Production declined 22 per cent between October and November, compared with an 18 per cent seasonal drop a year ago and an average downturn of 23 per cent between these months in 1944-48.

TV SHOW STARS BOB HOPE, MRS. ROOSEVELT

Bob Hope was starred in a special Frigidaire Christmas Eve family television show, featuring the guest appearance of Mrs. Eleanor Roosevelt in the role of narrator of a Christmas story for children, over the NBC-TV network.

The 60-minute family TV show also included many other outstanding personalities, including operatic soprano Lily Pons, and harpist Robert Maxwell. A traditional melodic Yuletide background for the program was furnished by the world-famous Boys' Choir of the Cathedral of St. John The Divine.

A part of NBC's Sunday night "Comedy Hour" series, the Frigidaire show is telecast over the entire inter-connected network every fourth Sunday. Each program is re-telecast later to those stations not equipped with cable facilities.

The Christmas Eve show marked Mr. Hope's fifth appearance for Frigidaire last year.

BONNIE DOON GIVES PARTY

H. J. Muldoon, head of the Bonnie Doon Ice Cream Company, Mishawaka, Indiana, was host to employees and friends of the company at the firm's annual party November 21. The gala event consisted of a dinner and entertainment at the Hotel Oliver in South Bend.

Ninety-five of the Bonnie Doon employees plus guests (which included health officials of Indiana, radio, and television personalities, and several supplymen) were entertained by Mr. Muldoon. Ed McCormack of the S. H. Mahoney Extract Company was Master of Ceremonies and Eddie Maier of the Northwest Cone Company assisted in the arrangements. The health officials showed films on sanitation of interest to the employees.

This year's affair given by Mr. Muldoon proved to be the largest ever held, due to the opening of the latest retail store in Bonnie Doon's growing chain.

LIQUID CARBONIC ISSUES REPORT

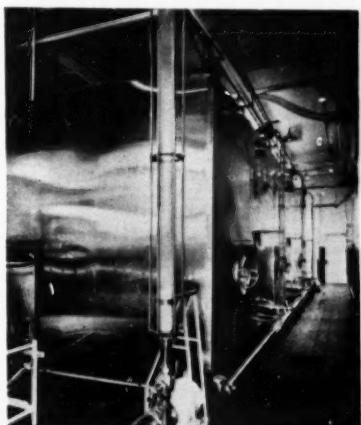
Earnings of the Liquid Carbonic Corporation in its fiscal year ended September 30, 1950, more than doubled those of the previous year, according to the recently issued annual report.

Consolidated net income for the year increased to \$2,417,629, equal to \$2.43 a common share, from \$1,224,062, or \$1.09 a share, last year.

Sales declined by 6.4 per cent. Net sales totaled \$36,001,754 against \$38,454,899 the year before. The percentage of profits on sales more than doubled.

Factors cited for the sales losses were abnormally cool summer weather, export restrictions and exchange difficulties, and an industry-wide decline in the level of capital expenditures in the beverage field.

ARDEN FARMS SAVES \$30,000



A major cut in plant cost was recently achieved by Arden Farms Company at its Beverly Hills, California, plant, with the recent installation in the receiving room of three 3500-gallon rectangular storage tanks developed by McHale Manufacturing Co. of Los Angeles (see adjacent photograph).

Under the supervision of George DeHaven, Arden's Beverly Hills production manager, the rectangular tank installation has enabled this creamery to increase its receiving room capacity by 33½%, while using even less floor space than would otherwise be required. In addition, this space-saving design has enabled Arden to move their butterfat test lab into the receiving room, facilitating greater efficiency and less labor cost.

These tanks have provided the first accurate check on truck-tanker gallonage at the receiving room ever found practicable by Arden.

The unique (liquid level) gauge system equipped with a photoelectric eye mechanism is used for accurate measurement of milk coming into the rectangular tanks which facilitates standardization of butterfat content at a considerable cut in labor costs, without the additional need for the usual standardizing tanks. In summary, the new receiving-room system can bring in a 2800-gallon tanker, empty it, weigh the milk, test it, standardize its butterfat, pump it out of the tanks for further processing, clean the truck-tanker and move it out in 36 minutes, where it took approximately an hour under the old, less efficient method which was subject to excessive truck-tanker shrinkage.



WILLIAM LAKRITZ (LEFT) AND DR. V. G. FOURMAN

FLORASYNTH AND SYNTOMATIC MERGE

In a joint statement issued by William Lakritz, President of Florasynth Laboratories, Inc., and Dr. Victor G. Fourman, President of Syntomatic Corporation, announcement has been made of the affiliation of Syntomatic with Florasynth.

The continuous increase in the activity of the Flavor Division with resultant increase of sales necessitated expansion of the research and production facilities of Syntomatic Corporation. This led to the decision of Syntomatic to affiliate themselves with Florasynth Laboratories who have extensive facilities for production, research, and distribution.

The new association is expected to enable Syntomatic customers to benefit by the advantages of Florasynth's extensive facilities throughout its national and international operations. The established research laboratories, purchasing scope and production capacity, as well as its extensive distribution network, makes it possible for Syntomatic to extend its coverage to the trade and further its markets through increased sales servicing.

The joint affiliation will not affect the already established personnel setup. Florasynth will continue to maintain its wide and far-reaching operations without change. Syntomatic will continue its New York headquarters and maintain its Perfume Oil Research Laboratories, and branch offices in Chicago, Philadelphia, and Mexico City.

In the statement, it was further indicated that Dr. Fourman would direct the Perfume Research for both Syntomatic and Florasynth. All production and Flavor Research will be under the supervision of David E. Lakritz, Chief Chemist of Florasynth. Irving Bennett will continue as Vice-President and Director in charge of sales for the Syntomatic Company.

LAMONT, CORLISS ADOPTS NESTLE NAME

Lamont, Corliss & Company, New York, changed its name to Nestle's Chocolate Company, Inc. on January 1. Clive C. Day, President, made the announcement.

"This change in name," said Mr. Day, "identifies the company definitely with the quality chocolate products which it has distributed for years. The company formerly represented a number of different manufacturers as sales agents. Its activities are now confined exclusively to the distribution of Nestle's chocolate products and it was felt the company should be more closely identified by name with the products themselves."

"The manufacture of Nestle's chocolate products will continue in the Fulton, New York plant where a substantial addition of production facilities were completed about the first of the year."

LIST ANTICIPATES INCREASED SALES

Ice cream sales will increase in 1951, William H. List predicted last month in the December issue of the *Ice Cream Bulletin*, dealer publication of ice cream manufacturers in New York and New Jersey. Mr. List is Executive Secretary of two eastern associations, the Association of Ice Cream Manufacturers of New York State, and the Association of Ice Cream Manufacturers of Pennsylvania, New Jersey and Delaware.

"Everything points to a good year, perhaps one that will match our best previous year of 1946 when ice cream sales racked up a record high," he declared. He added that despite previous downward sales trends, ice cream consumption in the New York and New Jersey markets should start to rise again within the first few months of the new year.

Manufacturers are planning extensive promotion campaigns for the new year to bring more customers into dealers' stores, Mr. List said, in urging dealer cooperation with these programs.

Discussing the effect of the war situation upon the ice cream industry, Mr. List noted that there will be no ingredient shortages but that curtailed allocations of metals for civilian uses might have a more marked influence. But it is far too early to determine this problem exactly, he said.

The recently imposed credit restrictions on consumer goods could very well mean increased ice cream sales because more money will be available for such purchases, Mr. List remarked. With the recent epidemic of "scare buying" on the wane, consumers will probably put more money into foodstuffs and service items, he said.

ICN ANNOUNCES PLANS FOR 1951

In line with its new, extended novelty program, Ice Cream Novelties, Inc., has just announced the continued sales representation of the following men:

Sam Speakman will handle the Northeast States; John Hunter, the Southeast States; Irving Jacobs will continue in the West; Hugh Anderson will cover the Southwest States; and John Guerard will be calling on the trade in the Midwest.

A spokesman for Ice Cream Novelties, Inc., indicated that I. C. N.'s plans for 1951 will be spearheaded by the introduction of one or more new products, and a more intensified advertising and merchandising plan to increase the scope of its operations.

ABBOTTS HONORS EMPLOYEES

Sixty-two men and women who this year completed a quarter century of service with Abbotts Dairies, Inc., Philadelphia, were honored last month at the 14th annual dinner of the company's 25-Year Club. To date, this is the largest group to be received into the club which has a membership of 414, one out of every five employees.

Among those who received the club emblem were: Alan H. Miller, Sales Manager of the Ice Cream Division; Frank W. Hooven, Ice Cream Advertising Manager; George G. Diffenback, Director of Public Relations; Clifford Hirst, Merchandising; William Reichert, Work Simplification; Frank Webster, Credit Manager; Warren Scull, Accounting; and John E. Shipley, Chief Accountant, Ice Cream Division.

Ridgway Kennedy, Jr., President of the company, presented watches to three members who have completed forty years of service. These were Martha Kenny and Joseph Linder, Philadelphia, and Virginia Riley, Atlantic City.

MARATHON BUYS FACTORY, EXPANDS

To increase its manufacturing facilities, Marathon Corporation has purchased a factory building at Sunnyside, Washington, William L. Keady, President and General Manager of the company, has announced.

A western site was chosen for the new converting plant because of that area's growing population and expanding food industry. It is expected that production of Marathon food packaging materials at the western plant will begin during the first half of 1951.

Sunnyside is a city of between 5,000 and 6,000 population. Its location on a state highway and two railroads, the Union Pacific and the Northern Pacific, assures adequate freight transportation by both truck and rail. Situated in the Yakima Valley, in the famed Inland Empire of the state of Washington, Sunnyside is about equidistant from Spokane, Seattle and Portland.

The modern one-story plant, which includes offices for supervisory personnel, is well adapted to the needs of a packaging manufacturer. New equipment for converting paperboard into food cartons is on order for the plant. Only a few key personnel will be transferred from existing plants. Other employees will be recruited from the Sunnyside area.

Presently Marathon manufactures food cartons at its Wausau and Menasha plants. Opening of the plant in south central Washington, however, will mean no curtailment of operations at the two Wisconsin plants. The new plant is an addition to, not a replacement of, current manufacturing facilities.

John W. Reimer of Menasha, Wisconsin, who has been superintendent of the company's Menasha carton plant, has been named resident manager of the new plant.

DECEMBER 1 PRICES SET AS GUIDE

The Government late last month announced its "fair standards" for voluntary price action, asking in effect that every seller hold his prices at their December 1 levels.

Along with the announcement, made by Price Administrator Michael V. DiSalle, was a veiled warning that any seller who charged more than those prices without justification could expect mandatory rollbacks "at the earliest feasible time."

Mr. DiSalle asked nationwide compliance with the new "Pricing Standards," in order to "avoid the necessity for further mandatory controls."

Nevertheless, it is taken for granted that a mandatory, general price freeze is inevitable as soon as the necessary administrative staff is organized. For that reason, the standards proclaimed assume added significance, for they are expected to be very close to what will be converted into mandatory price ceiling criteria when the time comes.

They provide:

1. Manufacturers and producers may not raise prices if their net profits before taxes are more than those averaged during the period 1946-49; except,
2. If an individual article or service is selling at a loss, its price may be increased (a) by the amount necessary to make its sale profitable, or (b) by the amount of the increase since June 24, 1950, of the cost of direct wages and materials going into it, whichever is lower.
3. Wholesalers and retailers may not increase prices if their net profits before taxes exceed their average profits during 1946-49.
4. Dealers may not increase prices on the basis of increases in replacement costs or market costs, but only on the basis of inventory costs already paid.

In line with the last provision, the Price Administrator said

that sellers must base their determination of price increases only on actual experience, not on a forecast of future conditions or estimated future costs.

Mr. DiSalle included in his statement a forecast that some prices, presumably those of some raw materials, may be rolled back even below the December 1 date.

"Prices of certain basic materials which were increased during the period between June 24, 1950 and December 1, 1950, will be subject to reduction . . . where that is necessary to make possible maintenance of December 1 price levels at later stages of manufacture," he said.

NEW WAREHOUSE FOR LE ROY

Hy Badner, President and Leo Overland, Vice-President of Le Roy Foods, Inc., Brooklyn, New York, manufacturers of frozen novelty equipment and supplies, have announced the opening of new warehouse facilities at 200 N. Main Street, East Point, Georgia. The new offices and warehouse will be under the direction of Charlie Morgan, who is now in charge of the Southern Division of Le Roy Foods, Inc.

NATIONAL TRUCK SURVEY COMPLETED

Trucks designed specifically for operation in city traffic can help reduce the waste of traffic congestion according to a nationwide survey just completed by The White Motor Company, it was announced by J. N. Bauman, Vice President in charge of sales for the firm.

"The survey shows," Mr. Bauman said, "that every day we are wasting millions of dollars in our cities because of delay in truck operation in pick-up and delivery service in city and suburban areas. In ten of our major cities truck delay costs amount to more than two million dollars each day. This cost is added to the price tag of everything we eat, wear and use."

Each truck in city and suburban delivery service wastes on an average of sixty-five minutes a day and at an aerege cost of from eight to ten cents per operating minute, the survey shows.

In some cities, the delay mounted to 1 1/2 to 2 hours per truck per day. Unnecessary delays added \$2.00 per hour for every hour of normal truck operating time in several eastern cities. In Los Angeles, the California Public Utilities Commission has re-established its rates permitting additional charge for traffic—as much as 20 per cent more in city deliveries. Time in New York City is wasted at the rate of about \$500,000 per day through hampered truck operations.

The survey indicated that in most cities, two major solutions—regulation of traffic, parking and zones and construction of expressways, freeways and truck highways—are being advanced as long range solutions to the high cost of traffic delay.

Out of the survey also has come a new set of engineering specifications for truck design which provides a city and suburban delivery truck designed for efficiency in traffic. The new design calls for a truck designed to save time on downtown deliveries, save space on the streets and save maneuvering and "getting there" time.

REYNOLDS TO ADDRESS CLINIC

Irving C. Reynolds, Toledo, and Cleveland, Ohio ice cream manufacturer who in addition to developing high volume ice cream sales in his own business has demonstrated his talents in wartime operations of the dairy and collateral industries, will lead discussions on "Making and Selling Ice Cream in War-time" during the three-day ice cream clinic to be conducted January 16 to 18 under the auspices of G. P. Gundlach & Company at the Cincinnati Club.

Holmes Named to Head Illinois Dairy Men

CHARLES V. HOLMES, Beatrice Foods Company, Champaign, was re-elected President of the Illinois Dairy Products Association on December 13 as the 18th annual three-day convention at the Hotel Morrison came to a close. James R. Downing, Downings Dairy Inc., Rock Island, was named Vice President and M. G. Van Buskirk, Chicago, was renamed Secretary and Treasurer.

New members of the Illinois Dairy Products Association board of directors are: E. W. Credicott, Freeport, representing the Illinois Butter Manufacturers Association; Axel Madsen, Keokuk, Illinois Cheese Manufacturers Association; J. R. Downing, Rock Island, Illinois Milk Dealers Association; Henry Soldwedel, Pekin, Illinois Ice Cream Manufacturers Association; and John Steinwart, Aurora, Illinois Ice Cream Mix Manufacturers and Distributors Association.

Harold L. "Dean" Ashton, Chocolate Products Company, Chicago, was re-elected President of the Illinois Dairy Products Boosters Association. George Newman, S. J. Wolff Company, Chicago, was elected Vice-President; Ted Schedler, Wyandotte Chemicals Corporation, Chicago, Secretary; and John E. Clarke, Nestle's Chocolate Co., Chicago, Treasurer. New board members are Robert Lamson, International Paper Company, Oak Park; Frank Strong, Whitton Products division of The Borden Company, Evanston; and Robert P. Christiansen, Haskris Company, Chicago.

Robert Gordon, Borden Company, Elgin, was elected President of the Illinois Association of Ice Cream Manufacturers and Henry Soldwedel, F. H. Soldwedel & Son, Pekin, Vice President.

Steve Kostakos, Honeyhill Creamery, Chicago, was elected President of the Illinois Ice Cream Mix Manufacturers & Distributors Association with A. A. Blumke, Cream Products Distributing Company, Cicero, Vice President. New board members are E. W. Credicott, Freeport Dairy Products Company, Freeport, John Steinwart, Oatman Bros., Aurora, and Don Hemb, Elgin Milk Products Company, Chicago.

George Baker, Bakers Dairy, Moline was elected President of the Illinois Milk Dealers Association; and James Hudson, Bea-

trice Foods, Springfield, Vice President. New directors are Les Harder, Sunshine Dairy Company, Decatur; Harold Coss, Coss Dairy, Dixon; and Albert Pike, Pike Dairy, Aurora.

Speakers during the convention included such prominent industry personalities as Robert C. Hibben, Executive Secretary of the International Association of Ice Cream Manufacturers; Fred Atkinson, Midwest Dairy Products Corporation; Phil Sang, Goldenrod Ice Cream company; and others.

Wisconsin Groups Convene

The 36th annual convention of the Wisconsin Association of Ice Cream Manufacturers and the 15th annual convention of the Wisconsin Milk Dealers Association were held concurrently from December 5 to 7 at the Hotel Schroeder in Milwaukee.

Guest speakers during the ice cream session were Earl Sachse, Executive-Secretary of the Wisconsin Legislative Council, Madison; and W. B. Jordan, President of Glenn-Jordan-Stoetzel, Inc., advertising agency, Chicago. Mr. Sachse spoke on "Proposed Legislation in 1951" and Mr. Jordan's topic was "The Outlook for 1951."

Other speakers during the conventions were Robert H. North, International Association of Ice Cream Manufacturers; Dr. I. A. Gould, Ohio State University; T. Kline Hamilton, President of the Milk Industry Foundation; and others. More than 400 persons attended the sessions.

New Yorkers Hold Party

The Ice Cream Supply Men's Club of Metropolitan New York held its annual installation party and dance January 9 in New York City's Beekman Towers. In addition to ceremonies marking the recent election of new officers, members and guests were treated to a lavish entertainment program. Ira Parnes is the new President of the group.

Ontario Group Elects Bauland

New officers of the Ontario Association of Ice Cream Manufacturers for the year 1950-51 are T. H. Bauland, Toronto, President; J. M. Hartwick, Wellington, and E. G. Silverwood, London, Vice-Presidents; and W. L. Fetterly, Secretary-Treasurer. J. E. Graydon, Toronto, is Honorary President of the organization, and W. G. Toner, Guelph, is the Immediate Past President.

Elections were held during the recent 34th annual convention of the organization. More than 450 persons attended the sessions which were held from November 28 to 30 at the Hotel King Edward, Toronto, Ontario, Canada.

Featured speakers during the meetings were H. E. McCallum, Mayor of Toronto; Harold F. Pierce, Harold F. Pierce Associates; Robert Hibben, Executive-Secretary of the International Association of Ice Cream Manufacturers; Howard B. Grant, Publisher of ICE CREAM FIELD; and others. (An article based on Mr. Grant's talk is published elsewhere in this issue.)

Standards Body Meets

Thirty-seven men, representatives of the United States Public Health Service, International Association of Milk and Food Sanitarians, and the Sanitary Standards Subcommittee of the Dairy Industry Committee, met in Washington, D. C., on December 5 and 6 to continue work on the establishment of 3A Sanitary Standards for dairy equipment.

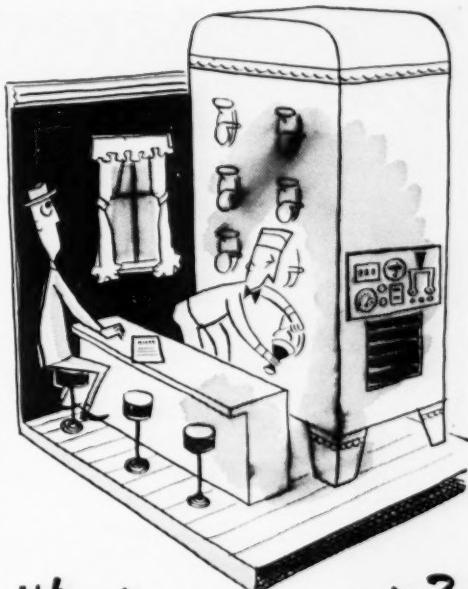
Included in the group, representing the SSS-DIC, are representatives of the American Butter Institute, American Dry Milk Institute, Dairy Industries Supply Association, Evaporated Milk Association, International Association of Ice Cream Manufacturers, Milk Industry Foundation, and the National Cheese Institute.

The dairy equipment manufacturers, acting through task committees, presented proposals on can washers, internal tubular heat exchangers without agitators for use with milk and milk products, plate type heat exchangers for milk and milk products, flush type sanitary plug valves, milking machines, washing pipe lines in place, sanitary fittings, and threads in the milk zone. These 3A Standards, as proposed, were referred back to the task committee for further clarification.

Dr. Zuckerman on Food Colors

A meeting of the Maryland-District of Columbia Dairy Technology Society was held December 13 at the Hotel Park Plaza in Baltimore. Guest speaker was Dr. Samuel Zuckerman, chief research chemist of the Food Color Division of H. Kohnstamm Company, New York City. Dr. Zuckerman described the processing details in the manufacture of certified food colors, and pointed out that the United States Food, Drug, and Cosmetic Administration strictly regulates the certification of food colors.

Next meeting of the group will be held on January 10 at the Hotel Continental in Washington, D. C.



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New Dairy Councils Formed

Two new Dairy Councils have been organized by the dairy industry to assist producers and distributors to develop a better public understanding of the dairy industry and to increase the consumption of dairy foods.

One of the units, Dairy Council of Hillsborough-Pinellas Counties, Florida, with headquarters in Tampa, is under the direction of Miss H. Deon James, formerly with the Florida State Board of Health, where she was Nutrition Consultant. The other unit, the Dairy Council of Utica-Rome-Oneida Area, Inc., with headquarters in Utica, New York, will be directed by Miss Rose J. Fortune, with a background of teaching in secondary schools and cafeteria management.

Mississippi Association to Meet

The annual Mississippi Dairy Products Association Conference is scheduled for February 8, 9, and 10 at the Hotel Buena Vista, Biloxi, Mississippi. Festivities will begin late the afternoon of February 8 and will be concluded with the noon luncheon February 10.

About two hundred dairy plant operators, producers and sales representatives are expected to be in the Hurricane Room when President H. F. McWilliams, Jr., of Hattiesburg calls the meeting to order. On the speakers roster are Bryan Blalock; Oliver Emmerich, Publisher of the *McComb Enterprise Journal*; Frank Welch, Dean & Director of the Mississippi Experiment Station, State College; Boswell Stevens, President of the Mississippi Farm Bureau and Mississippi A. D. A.; H. M. Connely, Production Manager of Kraft Foods Company; M. B. Swayze, General Manager of the Mississippi Economic Council; and C. A. Abele, Director, Public Health Research, Diversey Company.

The afternoon of February 8 will be turned over to a panel discussion of the work being done by the National Dairy Council. Milton Hult, President of the organization; Hubert Garrecht, Klinke Brothers, Memphis, and Chairman of the Public Relations Committee of the Milk Industry Foundation; Joe Forbes of Forest Hill Dairy, Memphis, President of the Memphis Dairy Council; and Mrs. Frances Craine, Director of the Memphis Council will lead this featured part of the two-day session.

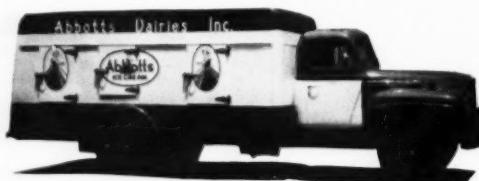
VPI Schedules Course

A short course in ice cream making will be given by the Dairy Husbandry Department of the Virginia Polytechnic Institute, Blacksburg, Virginia, from January 22 to February 2. The course will deal with the manufacturing processes and operation of machinery connected with ice cream making, as well as the laboratory tests and computations necessary in making ice cream mixes.

Transport Show Set for N.Y.

The 1951 Transport Vehicle Show will be held from February 1 to 4 in New York City's Madison Square Garden. A special preview of the show will be held the evening of January 31, when some 3,000 executives of leading organizations identified with commercial vehicle fleets will inspect the exhibits.

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Classified Advertising

FOR SALE

FOR SALE: One Pur-Pak automatic ice cream packaging machine like new. Used only one season. Complete with filling nozzles for three flavors and single flavor. Priced right. Legion Ice Cream Co., 4251 S. State St., Chicago, Ill. Phone Bo 8-2600.

FOR SALE: 1½ ton Dodge truck equipped with refrigerated body, 700 gallon capacity complete with cold plates and 1½ H.P. Unit in good condition. \$450.00. Legion Ice Cream Co., 4251 S. State St., Chicago, Ill. Phone Bo 8-2600.

FOR SALE: 3 1950 Ford and 1 1950 Chev. ½ ton delivery trucks with insulated bodies. Reasonable. Apply A. Diamond, 177 Ninth St., Jersey City, N. J.

FOR SALE: Ice cream manufacturing plant in Kansas. Doing a good volume. Very well equipped. Write Kashfinder System, Wichita, Kansas, 583.

FOR SALE: Five ice cream vending bicycles, two 600-gallon refrigerated trucks, two late model 1949 Vending trucks and one loose vending body for ½ or ¾ ton truck. Little Bo-Peep Ice Cream Co., Inc., 137 Stadium Place, Syracuse, N. Y.

FOR SALE: 300 Gallon Gaulin homogenizer for sale. Good condition; in use now but being replaced by larger machine and available at once, \$1,000.00. Yarnell Ice Cream Co., Inc., Searcy, Arkansas.

FOR SALE: 300 gallon York S.S. Holding Tanks with brine circulating coils; 100 and 200 gallon Round S.S. Pasteurizer; Also 100 to 300 gallon Cherry-Burrell S.S. Spray Pasteurizers; 80 and 150 gallon Creamery Package Continuous Freezers; 125 to 1500 gallon Homogenizers or Viscolizers; Mojonnier S.S. Cabinet Coolers 8 wings each 72 tubes high; 9.9 H.P. Kewanee Scotch Marine Boiler and Oil Burner; Fillers, Bottle Washers, Vacuum Pans, Pumps, etc. Write or wire your requirements. Lester Kehoe Machinery Corporation, 1 East 42nd Street, New York 17, N. Y. Telephone MUrray Hill 2-4616.

FOR SALE: Wishing to retire, I will sell my entire ice cream manufacturing business complete with real estate, equipment, stock, etc. Wholesale and retail stores. First season's profit should take care of down payment, balance deferred payments, as made. If you want to get someplace in ice cream business, this is IT. For full particulars write E. E. Schmick, El-Alma, N. Y.

FOR SALE: 150 Mold Brine Tank complete with Automatic mold pusher, \$1,250. Used twin molds and stickholders \$20,000. a set. Russell Ice Cream Co., New Orleans, La.

FOR SALE: 1946 International K7 Truck with 1500 gallon dry ice refrigerated body, new tires, excellent condition. Reply Box 338, ICE CREAM FIELD, 19 W. 44th Street, N. Y. 18, N. Y.

FOR SALE: 150 gallon Cherry-Burrell continuous freezer, good condition, \$1500. Will demonstrate. Wittig's Ice Cream, Inc., 1520 Lincoln Ave., Utica 4, New York.

HELP WANTED

HELP WANTED: #1-Nationally advertised concern desires man to sell their processed fruits and extracts to the ice cream industry. Drawing account. Several choice territories open. Box 151, ICE CREAM FIELD, 19 W 44th St., N. Y. 18, N. Y.

SALESMAN WANTED: We are looking for an aggressive young man who is willing to work. Growing organization offers excellent opportunity for advancement. Party must have experience in ice cream sales and merchandising work. If you feel future advancement is limited in your present work, please write us, stating your qualifications, outline of employment, and other relevant information. Probable locations would be in California, Pacific or Northwest or Southwest. Carnation Company, Dept. F.M., Los Angeles 36, Calif.

SALESMEN WANTED, side line, selling to ice cream manufacturers, pocket samples, average commission \$40.00 per sale—easy to sell territory protection—also leads. Write Box 345, ICE CREAM FIELD, 19 W. 44th St., New York 18, N. Y.

Rates

RATES: machinery, equipment and supplies for sale or wanted to buy, &c a word (including address) for each insertion; help and positions wanted, 2c a word (including address). Bold face type double regular rates. Minimum charge \$1.00.

REPLIES to advertisements in this department must be addressed to the name, initials or address shown in the advertisement or to Box numbers c/o ICE CREAM FIELD, 19 W. 44th St., New York 18, N. Y. Under no circumstances will ICE CREAM FIELD divulge the name of an advertiser where initials or a number is given as the address.

HELP WANTED: Salesman—with following among ice cream manufacturers, to represent nationally-known firm selling to ice cream manufacturers. Strong promotional line backed by advertising. Box 316, ICE CREAM FIELD, 19 W. 44th St., N. Y. 18, N. Y.

HELP WANTED: Brokers: Midwest and Southern territories open. Fast selling line of sugar cones. Write Forrest Baking Corp. 5032 W. Lawrence Ave., Chicago 30, Ill.

WANTED TO BUY

WANTED: Ice Cream Plant. Would like to buy interest in small ice cream plant in South. Box 344, ICE CREAM FIELD, 19 W. 44th St., N. Y. 18, N. Y.

INVESTMENT SOUGHT

WANTED: On account of poor health, would like to be relieved of responsibility of managing my wholesale manufacturing ice cream business doing \$125,000 annual business. If you have the required ability, knowledge, experience and sufficient cash to purchase management interest with privilege of purchasing entire business at an early date, please forward name, address, phone number and any other information of importance, if you are interested in getting into business for yourself. Further details furnished on hearing from you. Plant located in Michigan. Box 346, ICE CREAM FIELD, 19 W. 44th St., New York City.

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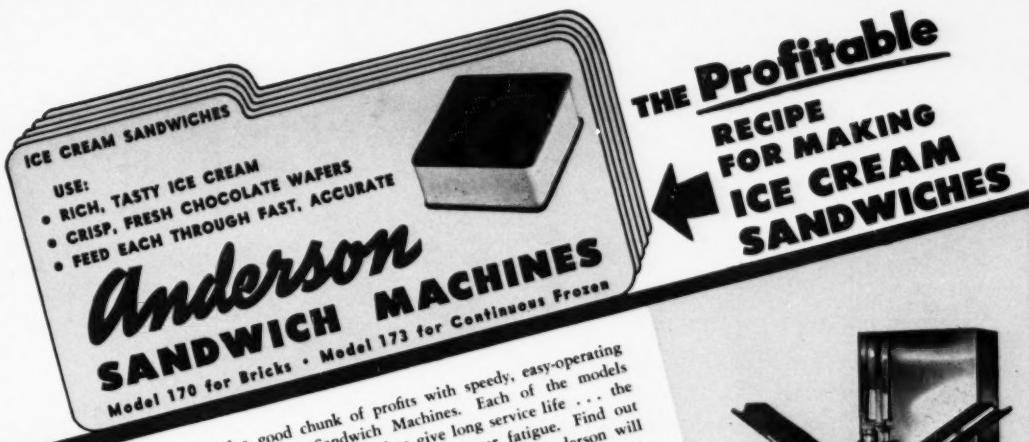
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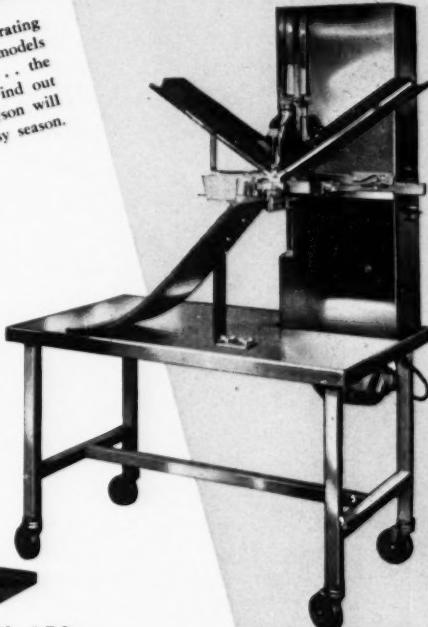
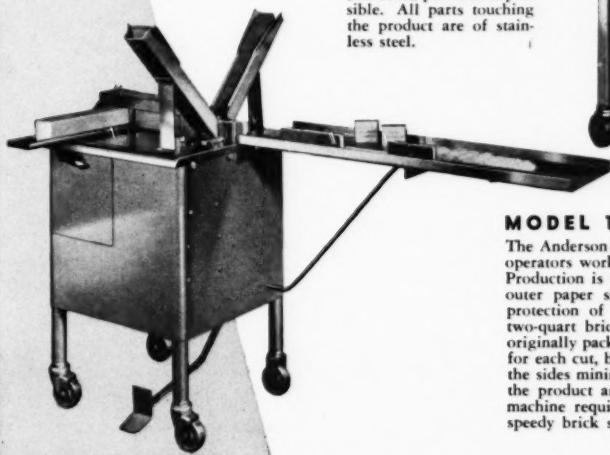




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MODEL 173

Designated as the Anderson Ice Cream Sandwich Extruder and Bagger, the Model 173 makes sandwiches direct from the continuous freezer. This permits production in *one* operation. Ice cream is extruded to shape, placed between wafers, and cut to desired width; then, sandwiches are automatically bagged *before* being placed in the hardening room. An adjustable timer enables the operator to synchronize the machine with the output of the freezer. Timing range from 48 sandwiches to a maximum of 60 per minute or 300 dozen per hour is possible. All parts touching the product are of stainless steel.



MODEL 170

The Anderson Model 170 Ice Cream Sandwich Machine is ideal for operators working with bricks. Operation is simple, fast, accurate. Production is upwards of 48 sandwiches per minute complete with outer paper sleeve (or, 240 dozen sandwiches per hour). Extra protection of the sandwich is possible because every cut of the two-quart brick includes the paper-board in which the brick was originally packed. This feature not only provides sanitary protection for each cut, but when the finished sandwich is stored, the paper on the sides minimizes oxidation of the ice cream. All parts that touch the product are of stainless steel; the Model 170 is portable; the machine requires little floor space. The machine also serves as a speedy brick slicer when not used as a sandwich maker.



Use this Handy Coupon for Quick Information

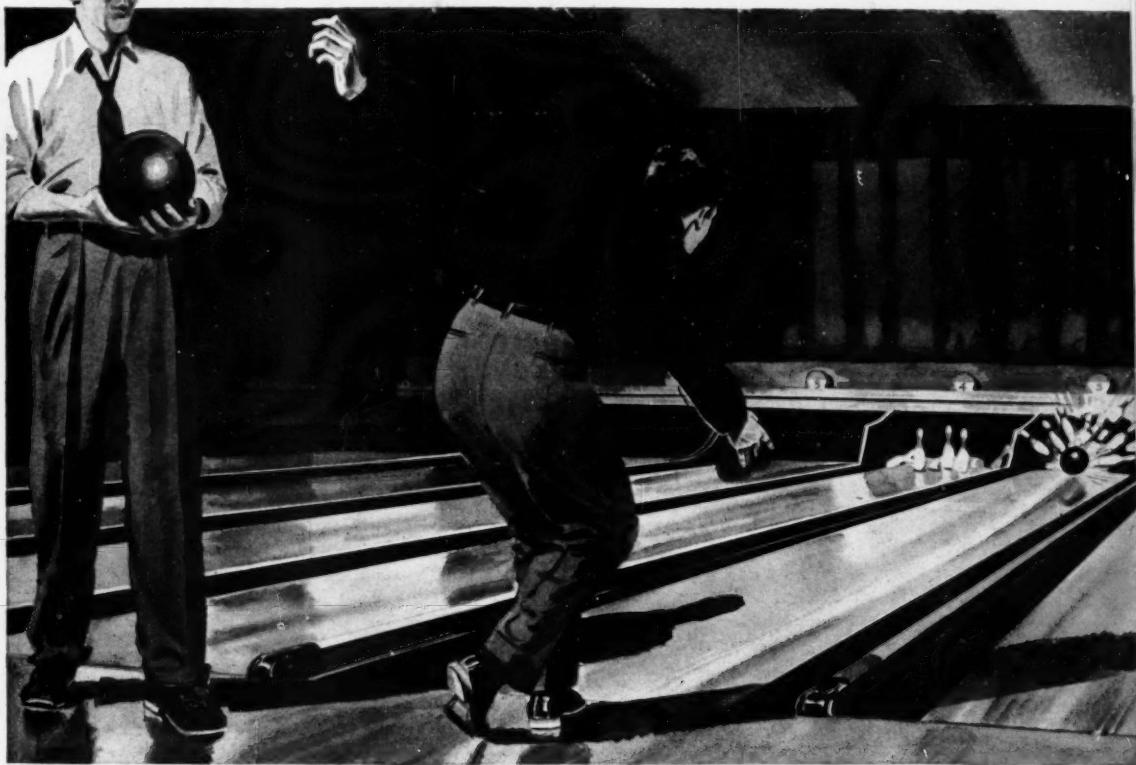
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